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Survey of State Travel Offices 1987-1988

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THE US TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

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PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of state travel offices have proven to be of interest to travel-related businesses, students of government, travel researchers, and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information about programs and operations allows directors to compare their office with others; to learn of new, innovative programs; and begin to develop joint solutions to common problems. In 1973, the US Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. The Survey of State Travel Offices 1987-88 is the fifteenth annual report in the series.

The report is based upon questionnaires sent to the 49 official travel offices and the comparable agencies in Hawaii, the District of Columbia, and five U.S. territories. Survey responses provide a detailed picture of the state travel office operations planned for fiscal year 1987-88, which for the majority of states runs from July, 1987 to June, 1988. The report is designed to be comparable with earlier surveys, though not all questions are repeated every year.

Attempts have been made to clarify vague or unclear responses, and to elicit replies from each of the offices. The majority of surveys were completed by the fall of 1987. The results herein should be viewed in this light. Questions about individual replies should be directed to the relevant state travel office. However, reactions to the format of this report and to the subject matter covered should be transmitted to the US Travel Data Center.

We wish to express our sincere appreciation to all state personnel who took the time to fill out the somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications and mutual understanding within the travel industry, and between the industry and the public. Elizabeth Cannon and Kelly Repass assisted in the compilation of the tables, and Lois Findlay coordinated preparation of this report.

US Travel Data Center
Washington, D.C.
February, 1988

SURVEY OF STATE TRAVEL OFFICES

1987-1988

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An Affiliate of the Travel Industry Association of America

The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Rossi Ralenkotter, Chairman

Dr. Suzanne D. Cook, Director

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SUMMARY AND ANALYSIS

In July, 1987, The US Travel Data Center sent its annual survey to the state government travel offices in 49 states, and comparable offices in Hawaii, the District of Columbia, and five U.S. territories.

The questionnaire covers an extensive range of state travel office operations. It is intended to meet the informational needs of the state travel directors, as well as private industry components.

Questionnaires were returned by all state travel offices, and the territories of American Samoa, Guam and Marianas.

The term 'state' is used in this report to denote the state travel offices responding to the survey. As in reports published in the last five years, reference to the territories and the District of Columbia is separate.

Complete answers were sought for all items to produce a comprehensive report. In some cases, blanks occur where answers are not available from the offices. In others, estimates are provided in lieu of actual figures by states when, for example, they are uncertain of how funds will be allocated among programs.

Explanatory notes are given in the final table for each section. Survey responses in the tables marked with an asterisk (*) also reference further explanation in each comments section.

Each year the survey asks state travel offices to categorize budgets for two fiscal years. For example, this report presents a breakdown of both the upcoming projected budgets for fiscal year 1987-88, as well as the actual expenditures for fiscal year 1986-87. States' actual budget breakdowns are collected at the end of each fiscal year to provide an accurate record of expenditure levels.

The 1986-87 actual state travel office budget figures, therefore, may not agree with projected budget figures published in the previous report in this series. Succeeding reports provide the most updated information available.

The amounts of state resources allocated to travel advertising were ranked for 1987-88. These rankings appear in parentheses under figures given for advertising media purchase beginning on page 48, and are the sum of the two columns: "Advertising: Production", and "Advertising: Media Research".

GENERAL ADMINISTRATION

Forty-nine states and three U.S. territories responding to the survey currently have an official government agency responsible for travel development and promotion. In Hawaii and the District of Columbia, responsibility for travel development rests with private, non-profit organizations: the Hawaii Visitors Bureau and the D.C. Convention and Visitors Association. The services performed and programs administered by these organizations, however, are similar to those of the official state travel offices, and thus, are included in the survey.

The figures in parentheses represent the number of states providing information for computing totals or averages reported. Because there are two tourist development agencies in Texas [see the response of Texas Travel and Information Division of the Department of Highways and Public Transportation (TX HWYS) on page 24 of the General Administration section for further explanation], an average of the two is used for the summary data in this section. Elsewhere in the text they are summed.

The head of the state travel office, referred to as the "state travel director", is under the state equivalent of the civil service system in eight states. Since the last survey, 20 new directors have been named. As of January, 1988, there is one vacant position and three acting directors.

State travel directors have held their positions for an average of almost four years (43). Many had also served in the travel office prior to being appointed director, producing an average length of service in the state travel office of 6 years (41). Of the 17 states reporting that the position of state travel director is appointed, 11 states indicated the appointment is made by the governor.

Forty-three travel offices report that there is a chief assistant to the travel director. The position, however, is vacant in seven of those states. Twenty-three of the assistants have changed since last year, and the length of service for all assistants varies from 2 months to 20 years. In 18 states the chief assistant position is under the state equivalent of the civil service system. Thirty-three states indicated that some or all of the rest of the office staff is also under a type of civil service system.

State travel offices vary widely in the size of their staffs, which range from 5 to 150 full-time employees for an average of 34.5 (50) full-time employees per office. Twenty-nine state travel offices also reported part-time employees, ranging in number from 1 to 44 and averaging 14.7 per office.

In 43 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, this department is responsible for commerce and/or economic development. In seven of these states, tourism promotion is combined with a related function such as parks, recreation, and community or local affairs.

The remaining eight travel offices are independent agencies or commissions, usually reporting directly to the governor. All of the preceding counts have included both tourism agencies in Texas.

Of the three territories and the District of Columbia, the average length of service for all directors is 4 years, and they have spent an average of 4.5 years in the agency altogether. The staff for these offices ranges from 6 to 28 full-time employees, an average of 15 people per office.

ADVERTISING

Forty-nine states indicated that there is an individual responsible for the management of a travel advertising program. In 32 states the tourism director or chief assistant handles such responsibilities, while in 17 states the function is performed by a marketing, advertising or promotions officer. Contracted advertising agencies are on average in their fourth year for the 50 states.

In American Samoa and the Marianas Islands, the tourism directors carry out the advertising functions, while in Guam the responsibility is shared among three individuals. The territories have retained agencies for an average of 5.5 years.

Thirty-five states offer matching funds programs for groups cooperating on advertising programs. In 28 states, the matching funds program is included in the budget rather than being a separate appropriation. While there are some limitations, the matching formula is generally 50-50.

In 49 states and one territory, advertising is at least partially directed toward stimulating inquiries. Travel offices reported a total of 13.9 million inquiries received during 1986, or an average of approximately 284,000 (49) per state. Forty-seven states and American Samoa also survey such inquiries in order to measure advertising effectiveness, generally through conversion studies.

BUDGET

The first of five budget sections (pages 37-40) includes budget totals for the two years reported in the survey, along with ranks for the 50 states. The next two sections give detailed breakdowns of the two budgets reported in the survey, as follows:

o Budget -- 1986-87 Actual Expenditures	Pages 41-47
o Budget -- 1987-88 Projected Budgets	Pages 48-53

Budget -- 1987-88 Advertising outlines both General Promotion and Foreign Advertising allocations for 1987-88 state travel office budgets. Explanatory notes for figures with asterisks (*) appear in Budget -- Comments, appearing on pages 57-58.

Total Budgets

The proposed budgets for fiscal year 1987-88 total over $283 million (50), nearly seventeen percent more than the $243 million (50) actual budget allocation for fiscal year 1986-87.

State general revenues are the sole funding source for 34 state budgets. Other revenue sources for the remaining 16 states include lodging and other travel-related tax receipts, membership dues, and private sources. As noted, matching funds programs are included in the budgets for 35 states, while in others they are derived from separate appropriations.

As shown in Table A, the proposed budgets for fiscal year 1987-88 range from a high of $21,543,300 in New York to a low of $1,168,142 in Nebraska. The average state travel office budget for 1987-88 is estimated at $5,675,325. The sum of the budgets for the twenty states whose budgets fall above the mean represents 72 percent of the total. Moreover, 46% of the total can be attributed to the sum of the budgets of the top ten states.

The distribution of state travel office budgets is greatly skewed to the high end. For the first time, two states - New York and Illinois - reported budgets of over $20 million, a level nearly four times the average. Thus, while the range of state travel budgets is heavily weighted by the top fifth of states, the majority fall close together in a range from over one to ten million dollars.

One travel office of note is the Texas Tourism Division, now under the new Department of Commerce. In addition to $1.9 million appropriated from the state's general fund, the Division estimates that a new room occupancy tax will generate roughly $6.6 million in revenue. The fourfold increase in combined budgets for the two state tourism agencies is tentatively based on these revenue estimates.

Two U.S. territories provided breakdowns of their 1987-88 budgets. Guam estimated a total of $2,934,893, a seven percent increase from 1986-87; while American Samoa reported $485,500.

In the budget breakdowns, 'NA' indicates that a figure is not available. A blank entry signifies that the category is not applicable to the state, or that that portion of the survey was blank.

TABLE A: 1987-88 PROJECTED STATE TRAVEL OFFICE BUDGETS BY RANK

1	New York	$21,543,300	26	Nevada	3,937,263
2	Illinois	20,500,000	27	Montana	3,854,865
3	Hawaii	13,665,000	28	Maryland	3,580,609
4	Pennsylvania	12,130,400	29	Utah	3,535,800
5	Texas	11,969,274	30	Wyoming	3,423,463
6	Michigan	10,889,400	31	Arizona	3,375,900
7	Florida	10,723,551	32	Arkansas	2,753,324
8	Massachusetts	10,173,972	33	Maine	2,640,000
9	Tennessee	9,390,400	34	Oregon	2,417,147
10	Alaska	9,346,800	35	Washington	2,400,000
11	Georgia	9,200,000	36	South Dakota	2,300,500
12	Colorado	8,697,700	37	Connecticut	2,150,000
13	New Jersey	8,101,000	38	Indiana	2,107,287
14	California	7,622,000	39	New Mexico	2,099,700
15	South Carolina	6,980,298	40	Idaho	2,017,000
16	North Carolina	6,772,641	41	New Hampshire	1,895,056
17	Virginia	6,539,000	42	Rhode Island	1,864,000
18	Ohio	6,362,553	43	West Virginia	1,789,841
19	Wisconsin	6,317,000	44	Vermont	1,745,800
20	Minnesota	5,851,700	45	Mississippi	1,680,000
21	Missouri	5,243,038	46	Iowa	1,495,533
22	Alabama	5,111,638	47	Kansas	1,222,331
23	Oklahoma	4,460,353	48	Delaware	1,216,400
24	Louisiana	4,314,453	49	North Dakota	1,187,000
25	Kentucky	4,003,800	50	Nebraska	1,168,142
				Grand Total	283,766,232

To emphasize the geographic variation in the development of tourism promotion in the U.S., the state travel office budgets are grouped by the nine U.S. Census Regions in Table B. The number of states comprising each region is shown in parentheses.

The Mid-Atlantic region continues to outdistance other regions in its average state travel office budget, as two of the three states are among the top five budgets overall. The East North Central region has the second highest average budget, with two of five states registering in the top ten tourism budgets.

Table B also indicates the percentage increase of the average budget per Census Region over 1986-87 spending levels, as reported by the states in this year's survey. The largest increase occurred in the West South Central region, and was due to the significant new funding source in Texas. Most regions project healthy increases over 1986-87 levels.

TABLE B: 1987-88 STATE TRAVEL OFFICE BUDGETS BY CENSUS REGION

Census Region*	1987-88 Average Budget Per Region		Percent Change from 1986-87 Actual Budget
New England	$3,411,471	(6)	20.9%
Mid-Atlantic	13,924,900	(3)	1.3%
South Atlantic	5,850,293	(7)	10.7%
East South Central	5,046,460	(4)	4.1%
West South Central	5,874,351	(4)	49.9%
East North Central	9,235,248	(5)	17.4%
West North Central	2,638,321	(7)	13.6%
Mountain	3,867,711	(8)	30.2%
Pacific	7,090,189	(4)	23.3%
All States	5,675,325	(50)	16.5%

Number of states reporting is given in parentheses.

*Census Regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
MID-ATLANTIC: New Jersey, New York, Pennsylvania.
SOUTH ATLANTIC: Delaware, Florida, Georgia, Maryland, Virginia, North Carolina, South Carolina, West Virginia.
EAST SOUTH CENTRAL: Alabama, Kentucky, Mississippi, Tennessee.
WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas.
EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin.
WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.
MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.
PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Two-Year Breakdown and Comparison

Table C compares the average 1987-88 projected breakdown for each of the budget categories with 1986-87 actual spending levels.

TABLE C: SUMMARY OF AVERAGE BUDGETED EXPENDITURES OF TRAVEL OFFICES

Category	1987-88 Average Projected Budget		1986-87 Average Actual Budget		Annual Percent Change
Advertising:	$2,314,975	(50)	2,199,413	(48)	5.3%
Production	324,707	(35)	313,609	(39)	3.5%
Media Purchase	1,804,880	(35)	1,526,611	(39)	18.2%
Personnel Services[1]	745,399	(47)	693,117	(48)	7.5%
Administrative Costs[2]	371,419	(46)	349,646	(47)	6.2%
Printing/Distribution[3]	501,914	(47)	365,977	(46)	37.1%
General Promotion[4]	389,005	(46)	300,540	(45)	29.4%
Research	140,963	(38)	79,355	(35)	77.6%
Matching Funds Program	819,959	(35)	638,703	(35)	28.4%
Welcome Centers:					
Construction	67,570	(5)	120,711	(5)	-44.0%
Operation	478,329	(28)	389,486	(27)	22.8%
Miscellaneous[5]	501,862	(30)	340,956	(29)	47.2%
Total Budget	5,675,325	(50)	4,872,699	(50)	16.5%

Number of states reporting is given in parentheses.

[1] Personnel Services includes salaries, fees, fringe benefits, etc.
[2] Other Administrative Costs include rent, utilities, and travel.
[3] Printing & Distribution includes printing, production and distribution of brochures and literature.
[4] General Promotion includes FAM tours, travel shows, and package tours, as well as press and public relations costs (press releases and conferences, travel writer tours, etc.)
[5] Other budget categories given by states are primarily inquiry fulfillment (e.g toll-free numbers or postage), and special marketing or development projects (e.g film production).

The annual percentage increase or decrease from the 1986-87 actual expenditures to the 1987-88 projected total budget for each state, as reported in the current survey, is shown in Table D.

TABLE D: PERCENT ANNUAL CHANGE IN TOTAL STATE TRAVEL BUDGETS

			1986-87 Actual	1987-88 Projected	Percent Annual Change
1	AL	Alabama	$3,025,740	5,111,638	69%
2	AK	Alaska	7,608,800	9,346,800	23%
3	AZ	Arizona	3,154,500	3,375,900	7%
4	AR	Arkansas	2,931,282	2,753,324	-6%
5	CA	California	7,821,000	7,622,000	-3%
6	CO	Colorado	3,933,000	8,697,700	121%
7	CT	Connecticut	1,500,000	2,150,000	43%
8	DE	Delaware	1,078,900	1,216,400	13%
9	FL	Florida	10,814,389	10,723,551	-1%
10	GA	Georgia	8,200,000	9,200,000	12%
11	HA	Hawaii	8,564,391	13,665,000	60%
12	ID	Idaho	1,880,557	2,017,000	7%
13	IL	Illinois	15,500,000	20,500,000	32%
14	IN	Indiana	2,107,287	2,107,287	0%
15	IA	Iowa	1,489,981	1,495,533	0%
16	KS	Kansas	1,213,949	1,222,331	1%
17	KY	Kentucky	3,906,600	4,003,800	2%
18	LA	Louisiana	3,808,027	4,314,453	13%
19	ME	Maine	1,209,245	2,640,000	118%
20	MD	Maryland	3,476,174	3,580,609	3%
21	MA	Massachusetts	9,406,448	10,173,972	8%
22	MI	Michigan	11,713,000	10,889,400	-7%
23	MN	Minnesota	5,150,350	5,851,700	14%
24	MS	Mississippi	1,560,000	1,680,000	8%
25	MO	Missouri	4,224,606	5,243,038	24%
26	MT	Montana	1,460,000	3,854,865	164%
27	NE	Nebraska	1,308,679	1,168,142	-11%
28	NV	Nevada	3,668,013	3,937,263	7%
29	NH	New Hampshire	1,894,287	1,895,056	0%
30	NJ	New Jersey	8,141,000	8,101,000	-0%
31	NM	New Mexico	2,082,900	2,099,700	1%
32	NY	New York	21,248,832	21,543,300	1%
33	NC	North Carolina	5,323,132	6,772,641	27%
34	ND	North Dakota	670,000	1,187,000	77%
35	OH	Ohio	5,573,957	6,362,553	14%

TABLE D: PERCENT ANNUAL CHANGE IN TOTAL STATE TRAVEL BUDGETS
(Continued)

			1986-87 Actual	1987-88 Projected	Percent Annual Change
36	OK	Oklahoma	$4,186,861	4,460,353	7%
37	OR	Oregon	1,194,425	2,417,147	102%
38	PA	Pennsylvania	11,864,000	12,130,400	2%
39	RI	Rhode Island	1,311,000	1,864,000	42%
40	SC	South Carolina	5,445,333	6,980,298	28%
41	SD	South Dakota	2,200,500	2,300,500	5%
42	TN	Tennessee	10,893,400	9,390,400	-14%
43	TX	Texas	4,752,253	11,969,274	152%
44	UT	Utah	3,793,800	3,535,800	-7%
45	VT	Vermont	1,610,700	1,745,800	8%
46	VA	Virginia	6,054,000	6,539,000	8%
47	WA	Washington	3,561,402	2,400,000	-33%
48	WV	West Virginia	1,874,191	1,789,841	-5%
49	WI	Wisconsin	4,443,400	6,317,000	42%
50	WY	Wyoming	3,800,650	3,423,463	-10%
		Total	243,634,941	283,766,232	16.5%
		Average	4,872,699	5,675,325	

A five-year summary comparison of state travel office budgets is presented in Table E. Actual state travel office budget totals for fiscal years 1983-84 through 1986-87 for the fifty states, as given in the four preceding state travel office surveys, are compared with the projected 1987-88 total budget figure.

TABLE E: FIVE-YEAR COMPARISON OF STATE TRAVEL OFFICE BUDGETS

Fiscal Year	Total Actual Budget	Percent Change
1983-84	$154,439,500 (50)	21.3%
1984-85	190,083,500 (50)	23.1%
1985-86	211,618,948 (50)	11.3%
1986-87	243,634,941 (50)	15.1%
1987-88*	283,766,232 (50)	16.5%

*Projected budget total
Number of states reporting is given in parentheses.

Advertising Budgets

The state 'advertising' budget is the sum of media purchase and production cost categories. Fifty states report proposed 1987-88 advertising budgets totaling $115,748,771 or an average of $2,314,975 (50) per state. This figure represents 41 percent of the total budgets allocated for tourism development and promotion.

The average allocation for advertising expenditures for 1986-87 was $2,199,413 (48). Thus, 1987-88 proposed advertising budgets as a portion of total tourism budgets decreased by 4 percentage points, from 45 to 41 percent.

Advertising budgets range from a low of $150,000 to a high of $11,400,000, as shown in Table F. Eighteen states have advertising budgets greater than the average. The sum of the advertising budgets for the top ten states represents 55 percent of the total funds allotted for advertising.

TABLE F: 1987-88 STATE TRAVEL ADVERTISING BUDGETS BY RANK

1	New York	$11,400,000	26	Ohio	1,398,500
2	Illinois	10,000,000	27	Oklahoma	1,100,000
3	Pennsylvania	5,729,400	28	Maryland	1,069,252
4	New Jersey	5,572,633	29	Connecticut	1,030,000
5	California	5,325,000	30	Louisiana	1,000,000
6	Texas	5,250,000	31	Indiana	868,000
7	Alaska	5,066,900	32	Rhode Island	854,000
8	Massachusetts	5,000,000	33	Kentucky	850,000
9	Michigan	4,900,000	34	Nevada	808,563
10	Florida	4,790,176	35	South Dakota	800,000
11	Hawaii	4,266,000	36	Maine	753,000
12	Colorado	3,819,830	37	Arkansas	676,390
13	Missouri	3,066,718	38	New Hampshire	600,000
14	Wisconsin	3,000,000	39	Washington	450,000
15	North Carolina	2,974,000	40	Vermont	424,000
16	Virginia	2,960,098	41	North Dakota	377,000
17	Tennessee	2,450,750	42	New Mexico	362,215
18	South Carolina	2,445,000	43	Idaho	350,000
19	Minnesota	2,251,380	44	Mississippi	310,000
20	Montana	1,931,000	45	Kansas	292,737
21	Arizona	1,780,600	46	Nebraska	260,000
22	Georgia	1,745,000	47	Oregon	250,000
23	Utah	1,672,300	48	Iowa	248,507
24	Alabama	1,419,773	49	West Virginia	245,000
25	Wyoming	1,405,049	50	Delaware	150,000
				Grand Total	115,748,771

Similar to the distribution of total budget figures, the majority of state advertising budgets fall within a close range. Projected spending for 27 states ranges between one and six million dollars, while another 20 states plan to spend below this level. New York and Illinois stand out at $11.4 and $10 million, respectively.

The two territories reporting advertising budgets were Guam at $575,751, and American Samoa at $100,000, representing modest increases over 1986-87 expenditures.

Average advertising budgets by Census Region are given in Table G. The Mid-Atlantic region outpaces the other regions in advertising spending, with all three states ranking among the top five states in advertising spending overall.

While most regional advertising budgets are holding steady, the West South Central region saw dramatic growth due to the increase in Texas's projected budget. Average advertising budgets in the Mid-Atlantic and East South Central regions show percentage declines from their 1986-87 levels.

TABLE G: 1987-88 STATE TRAVEL ADVERTISING BUDGETS BY CENSUS REGION

Census Region*	1987-88 Average Budget Per Region		Percent Change from 1986-87 Actual Budget
New England	1,443,500	(6)	17.1%
Mid-Atlantic	7,567,344	(3)	-15.6%
South Atlantic	2,047,316	(8)	1.3%
East South Central	1,257,631	(4)	-10.5%
West South Central	2,006,598	(4)	130.0%
East North Central	4,033,300	(5)	0.0%
West North Central	1,042,335	(7)	8.0%
Mountain	1,516,195	(8)	33.1%
Pacific	3,071,580	(4)	2.4%
All States	2,314,975	(50)	5.3%

*See page 6 for states comprising each Census Region.

Number of states reporting is given in parentheses.

The annual percentage increase or decrease from the 1986-87 actual expenditures to the 1987-88 projected advertising budget for each state, as reported in the current survey, is shown in Table H.

TABLE H: PERCENT ANNUAL CHANGE IN STATE TRAVEL ADVERTISING BUDGETS

			1986-87 Actual	1987-88 Projected	Percent Annual Change
1	AL	Alabama	500,000	1,419,773	184%
2	AK	Alaska	3,690,450	5,066,900	37%
3	AZ	Arizona	1,701,000	1,780,600	5%
4	AR	Arkansas	535,000	676,390	26%
5	CA	California	5,795,000	5,325,000	-8%
6	CO	Colorado	1,466,000	3,819,830	161%
7	CT	Connecticut	380,000	1,030,000	171%
8	DE	Delaware	204,650	150,000	-27%
9	FL	Florida	4,862,176	4,790,176	-1%
10	GA	Georgia	NA	1,745,000	
11	HA	Hawaii	2,289,200	4,266,000	86%
12	ID	Idaho	238,000	350,000	47%
13	IL	Illinois	10,000,000	10,000,000	0%
14	IN	Indiana	868,000	868,000	0%
15	IA	Iowa	626,095	248,507	-60%
16	KS	Kansas	302,737	292,737	-3%
17	KY	Kentucky	850,000	850,000	0%
18	LA	Louisiana	1,032,000	1,000,000	-3%
19	ME	Maine	441,500	753,000	71%
20	MD	Maryland	1,069,414	1,069,252	-0%
21	MA	Massachusetts	5,000,000	5,000,000	0%
22	MI	Michigan	4,585,800	4,900,000	7%
23	MN	Minnesota	1,900,000	2,251,380	18%
24	MS	Mississippi	290,000	310,000	7%
25	MO	Missouri	2,709,500	3,066,718	13%
26	MT	Montana	708,180	1,931,000	173%
27	NE	Nebraska	300,000	260,000	-13%
28	NV	Nevada	934,471	808,563	-13%
29	NH	New Hampshire	500,000	600,000	20%
30	NJ	New Jersey	5,438,575	5,572,633	2%
31	NM	New Mexico	401,600	362,215	-10%
32	NY	New York	16,612,900	11,400,000	-31%
33	NC	North Carolina	2,975,214	2,974,000	-0%
34	ND	North Dakota	120,000	377,000	214%
35	OH	Ohio	2,211,177	1,398,500	-37%

TABLE I: PERCENT ANNUAL CHANGE IN STATE TRAVEL ADVERTISING BUDGETS
(Continued)

			1986-87 Actual	1987-88 Projected	Percent Annual Change
36	OK	Oklahoma	982,500	1,100,000	12%
37	OR	Oregon	222,056	250,000	13%
38	PA	Pennsylvania	4,835,000	5,729,400	18%
39	RI	Rhode Island	658,000	854,000	30%
40	SC	South Carolina	1,638,329	2,445,000	49%
41	SD	South Dakota	800,000	800,000	0%
42	TN	Tennessee	3,977,864	2,450,750	-38%
43	TX	Texas	940,129	5,250,000	458%
44	UT	Utah	1,991,600	1,672,300	-16%
45	VT	Vermont	419,000	424,000	1%
46	VA	Virginia	2,950,000	2,960,098	0%
47	WA	Washington	NA	450,000	
48	WV	West Virginia	448,531	245,000	-45%
49	WI	Wisconsin	2,500,000	3,000,000	20%
50	WY	Wyoming	1,670,158	1,405,049	-16%
		Total	105,571,806	115,748,771	
		Average	2,199,413	2,314,975	5.2%
		Count	48	50	

States were requested in the survey to categorize their media purchase budget by the primary advertising media to be used. The average media purchase allocation (not including production costs) was $1,804,880 (35). Twenty-nine states provided a complete media purchase breakdown by six categories, with the average amount budgeted per medium shown in Table I.

TABLE I: ANNUAL PERCENT CHANGE IN ADVERTISING MEDIA PURCHASE BUDGETS

Medium	1987-88 Average Projected Budget		1986-87 Average Actual Budget		Annual Percent Change
Magazine	509,769	(28)	468,612	(37)	8.8%
Newspaper	165,410	(25)	200,626	(29)	-17.6%
Radio	299,294	(13)	176,181	(20)	69.9%
TV	1,013,873	(23)	982,113	(23)	3.2%
Outdoor	91,396	(5)	113,616	(7)	-19.6%
Other	196,583	(14)	113,439	(13)	73.3%
Media Purchase	1,804,880	(35)	1,526,611	(39)	18.2%

Number of states reporting is given in parentheses.

Both Guam and American Samoa increased their projected media purchase budgets for 1987-88, to $543,492 and $50,000, respectively. The majority of these funds are designated for magazine advertising.

As shown in Budget -- 1987-88 Advertising, 27 states reported budgets for foreign promotion and media purchase for fiscal 1987-88, averaging $253,313 per state.

GENERAL PROMOTION

Special travel promotion themes or slogans for 48 states are given in General Promotion -- Table 1. Some states employ more than one slogan in different advertising media.

Nine states operate out-of-state information centers, primarily members of the New England Vacation Center in New York. Moreover, 24 states operate tourist information centers in foreign countries, mainly in Japan, Canada, England, Belgium and West Germany.

Forty-one states and one territory provide one or more toll-free telephone numbers for travel information inquiries. Ten of these states listed separate numbers to accommodate in-state and out-of-state callers.

Forty-seven states conduct annual state travel conferences, most of which are held between September and May.

PRESS AND PUBLIC RELATIONS

Forty-nine state travel offices, the District of Columbia, and two territories have a public relations or press information officer. As shown in Press and Public Relations -- Table 1, the tourism director performs this function in two states.

Thirty-nine states indicate that half or more of their publicity is directed to out-of-state audiences. Forty-two states also publish a travel-related newsletter, usually monthly or quarterly.

Forty-two of the states and two territories hosted press or travel writer tours in 1986. These states plan to continue a number of such tours in 1987.

RESEARCH

Research -- Table 1 lists some of the research activities undertaken by the state travel offices. One or more staff positions are currently dedicated to travel research in 45 state travel offices. However, it is a full time responsibility for only 16 of these staff members. In six states, travel research falls under the tourism director's duties.

In-state universities conduct research for 12 of the state travel offices. An employee of another state government agency conducts research for the travel office in 10 states. Thirty-two states had contracted research organizations in the previous twelve months.

Forty-seven states, the District of Columbia, and two territories describe their ongoing travel data gathering projects in Research--Table 2. These programs involve counts and surveys of welcome center visitors; motor vehicle counts; collection of data on travel-related business receipts; and visitation at state facilities and private attractions.

A travel development plan or policy statement has been designed in 24 states and two territories.

State travel offices were asked to give major problems facing tourism development in their respective states. Though a few states gave a positive outlook, the majority of states shared common concerns, mostly financial. Frequently mentioned limitations include:

- o budgetary or other funding constraints
- o economic conditions
- o difficulty in obtaining or lack of capital (high interest rates)
- o lack of adequate infrastructure or resources (e.g. staffing)
- o weakness of dollar against foreign currencies
- o competition
- o transportation concerns (e.g. distance and cost)

States pointed out the need for improved public image; increased awareness of the impact of travel in a state; tourism marketing and development strategies; and incentives for investment.

WELCOME CENTERS

There are highway welcome centers or visitor information centers in 44 states. Approximately 446 welcome or visitor information centers and rest areas are operated by state travel offices, highway departments, local chambers of commerce, or private associations, most of which are permanent facilities and operated year round. On the average, there are 10 welcome centers being operated in each of the supporting states.

Each of the centers employs an average of 4.8 persons (42), more than one-half of whom are employed full time. About 30 volunteers station centers in Colorado.

According to the survey, 51 million travelers visited welcome centers in the 35 states which were able to report this figure. for an average of 1.46 million welcome center visitors per state.

The District of Columbia operates one permanent visitor information center, staffed by two full time employees along with volunteers. American Samoa operates one center, staffed by three full time employees, for cruise ship arrivals.

SURVEY OF
STATE TRAVEL
OFFICES
1987-1988

SURVEY RESPONSES

GENERAL ADMINISTRATION — TABLE 1

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as Director as of 1987	Service in Agency as of 1987	Under Civil Service?
AL	Alabama Bureau of Tourism & Travel 532 S. Perry St. Montgomery, AL 36104-4614 205/261-4169	Prof./Mgmt. Cler./Sec. Welcome Center Laborers TOTAL	11 10 44 1 66		Lisa Walsh Shivers Director	7 months	7 months	No*
AK	Alaska Division of Tourism P.O. Box E Juneau, AK 99811 907/465-2012	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	7 8 1 16	 3 3	Terry Miller Acting Director	NA	NA	No
AZ	Arizona Office of Tourism 1480 E. Bethany Home Road Phoenix, AZ 85014 602/255-3618	Prof./Mgmt. Cler./Sec. TOTAL	9 6 15		Vic Heller Director	1 year	5 years	No
AR	Arkansas Dept. of Parks & Tourism One Capitol Mall Little Rock, AR 72201 501/371-1087	Prof. Sec. Welcome Center TOTAL	13 6 34 53		Joe David Rice Acting Director	3 months	6 years	
CA	Office of Tourism 1121 L Street - Suite 103 Sacramento, CA 95814 916/322-1396	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	6 2 2 10		Florence Snyder Director	4 years 2 months	4 years 2 months	No
CO	Colorado Tourism Board 1625 Broadway Denver, CO 80202 303/592-5410	Intern/student Prof. Mang. Welcome Center TOTAL	1 10 3 14		Dan Love Executive Director	1 year 6 months	1 year 6 months	Yes
CT	Connecticut Dept. of Economic Development Tourism Division 210 Washington St. Hartford, CT 06106 203/566-2496	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	4 2 2 8	 26 26	Barnett D. Laschever Director	13 years 7 months	13 years 7 months	Yes
DE	Delaware Tourism Office Delaware Dev. Office 99 Kings Highway P.O. Box 1401 Dover, DE 19903 302/736-4254	Prof./Mgmt. Cler./Sec. TOTAL	3 1.5 4.5		Catherine Wheeler Director for Tourism	2.5 years	3 years	No
DC	Washington Convention & Visitors Association 1575 Eye Street, NW Suite 250 Washington, DC 20005 202/789-7000	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	2 3 1 6		Marie Levin Tibor Director	3 years	5 years	No
FL	Florida Div. of Tourism Collins Building Tallahassee, FL 32301 904/488-5606	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	23 20 16 48 107	2 2 4 8 16	Ed Litrenta Director	4 years 3 months	14 years	No
GA	Georgia Dept. of Industry & Trade Tourist Division 230 Peachtree St. NW Suite 605 Atlanta, GA 30303 404/656-3590	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	17 5 92 114		Hanna Ledford Deputy Commissioner for Tourism	4 years	19 years	Yes
HI	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 801 Honolulu, HI 96815	Prof./Mgmt. Sales Cler./Sec. TOTAL	26 4 46 76		Stanley Hong President	3 years	3 years	No
ID	Division of Travel Promotion Department of Commerce Statehouse, Room 108 Boise, ID 83720 208/334-2470	Adm./Accounting Prof./Mgmt. Cler./Sec. TOTAL	2 3 2 7		Carl Wilgus Director	since 3/23/87	2 years	No

GENERAL ADMINISTRATION — TABLE 1

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as Director as of 1987	Service in Agency as of 1987	Under Civil Service?
IL	Illinois Office of Tourism State of Illinois Center 100 W. Randolph #3-400 Chicago, IL 60601 312/917-4732	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 9 24	 15 15	Lynda Simon Managing Director	6 years	6 years	Yes
IN	Indiana Tourism Development Division Indiana Commerce Center One North Captiol #700 Indianapolis, IN 46204 317/232-8860	Prof./Mgmt. Cler./Sec. Summer Intern TOTAL	6 2 8	 1 1	Elaine Ervin Director	1 year 9 months	6 years	No
IA	Bureau of Tourism & Visitors Iowa Department of Economic Development 200 East Grand Des Moines, IA 50309 515/281-3100	Prof./Mgmt. Cler./Sec. Admin. Welcome Center TOTAL	5 1 1 7	 15 15	TBA Bureau Chief			No
KS	Kansas Dept. Commerce 400 W. 8th, Suite 500 Topeka, KS 66603 913/296-2009	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 12 21	1 1 4 6	LewJene Schneider Director	Began Oct. 1987		No
KY	Department of Travel Development Capital Plaza Tower 22nd Floor Frankfort, KY 40601 502/564-49[illegible]	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	22 21 19 62	 6 11 17	Mimi C. Lewis Commissioner	1 year 6 months	12 years	No
LA	Louisiana Office of Tourism P. O. Box 94291 Baton Rouge, LA 70804-9291 504/925-3850	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	13 8 39 60	 16 16	Bob LeBlanc Assistant Secretary	11 years	11 years	No
ME	Dept. of Economic & Community Dev. Office of Tourism 189 State Street Augusta, ME 04333 207/289-5710	Prof./Mgmt. Cler./Sec. TOTAL	5 1 6	1 1	Gordon W. Clapp Deputy Commissioner for Tourism	Appointed April, 1987		No
MD	Maryland Office of Tourism Development 45 Calvert St. Annapolis, MD 21401 301/974-2686	Prof./Mgmt. Cler./Sec. Other TOTAL	8 6 5 19	 1 4 5	Dan McLeod Director			
MA	Dept. of Commerce & Development Division of Tourism 100 Cambridge St. Boston, MA 02202 617/727-3201	Prof./Mgmt. Cler./Sec. Welcome Center Support TOTAL	6 4 8 3 21	 4 4	Richard P. Rust Deputy Commissioner	3 years	3 years	No
MI	Travel Bureau Michigan Dept. of Commerce P. O. Box 30226 Lansing, MI 48909 517/373-0670	Prof./Mgmt. Cler./Sec. TOTAL	17 14 31	 13 13	John Savich Director	3 years 4 months	3 years 4 months	Yes
MN	Dept. of Trade & Economic Development Office of Tourism 375 Jackson St. 250 Skyway St. Paul, MN 55101 612/296-2755	Prof./Mgmt. Cler./Sec. Other TOTAL	21 15 4 40		Henry Todd Director	9 years	14 years	No
MS	Dept. of Economic Development Tourism Division P. O. Box 849 Jackson, MS 39205 601/359-3414	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	3 5 5 36 49		Al Elmore Director of Tourism	1/2 year	7 years	No

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as Director as of 1987	Service in Agency as of 1987	Under Civil Service?
MO	Missouri Div. of Tourism Truman Building P.O. Box 1055 Jefferson City, MO 65102 314/751-4133	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 5 21 36		Marjorie Beenders Director	4 years 6 months	4 years 6 months	No
MT	Montana Promotion Division Dept. of Commerce Helena, MT 59620-0411 406/444-2654	Prof./Mgmt. Cler./Sec. TOTAL	9 5 14		John L. Wilson Travel Director	8 years 1 month	8 years 1 month	Yes
NE	Division of Travel & Tourism Dept. of Economic Dev. 301 Centennial Mall South P. O. Box 94666 Lincoln, NE 68509 402/471-3800	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 1 9	 36 36	Peggy Briggs Director	3 years	5 years	No
NV	Commission on Tourism Capital Complex Carson City, NV 89710 702/885-4322	Prof./Mgmt. Cler./Sec. TOTAL	13 12.5 25.5	 3 3	Stephen B. Richer Executive Director	3 years 8 months	3 years 8 months	No
NH	New Hampshire Office of Vacation Travel Dept. of Resources & Economic Development Prescott Park, Bldg. #2 105 Loudon Road P. O. Box 856 Concord, NH 03301 603/271-2665	Prof./Mgmt. Cler./Sec. Other TOTAL	3 2 1 6		Michael Power Travel Director	5 years 5 months	5 years 5 months	Yes
NJ	Division of Travel & Tourism CN 826 Trenton, NJ 08625 609/292-2470	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 5 6 19	 25 25	Noreen G. Bodman Director	5 months	5 months	No
NM	Economic Development & Tourism Dept. Joseph Montoya Bldg. 1100 St. Francis Dr. Santa Fe, NM 87503 505/827-0295	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 11 20	 1 7 8	Jim Maes Acting Director Tourism & Travel Division			No
NY	Division of Tourism New York State Dept. of Economic Dev. One Commerce Plaza Albany, NY 12245 518/473-0715	Prof./Mgmt. Sales Cler./Sec. TOTAL	14 11 11 32		Michele Vennard Deputy Commissioner of Tourism	6 months	6 months	No
NC	Division of Travel & Tourism North Carolina Dept. of Commerce 430 N. Salisbury St. Raleigh, NC 27611 919/733-4171	Welcome Center Cler./Sec. Prof./Mgmt. TOTAL	40 5 10 55	 8 8	Hugh Morton, Jr. Director	7 months	NA	No
ND	North Dakota Tourism Promotion Liberty Memorial Bldg. 600 East Boulevard Bismarck, ND 58505 701/224-2525	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	4 2 2 8	 16 16	Jim Fuglie Tourism Director	2 years	2 years	No
OH	Div. of Travel & Tourism Ohio Dept. of Development P. O. Box 1001 Columbus, OH 43266-0101 614/466-8844	Admin. Marketing Pub. Relations Consumer Affairs Development Cler./Sec. TOTAL	3 2 5 3 1 4 18		Marilyn J. Tomasi Director	4 years 5 months	4 years 5 months	No

GENERAL ADMINISTRATION — TABLE 1

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as Director as of 1987	Service in Agency as of 1987	Under Civil Service?
OK	Oklahoma Tourism & Recreation Dept. Div. of Mktg. Services 505 Will Rogers Bldg. Oklahoma City, OK 73105 405/521-2406	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	16 13 33 62	 7 18 25	Eugene Dilbeck Director	6 years	10 years 1 month	No
OR	Tourism Division Economic Development Dept. 595 Cottage St., NE Salem, OR 97310 503/378-3451 800/547-7842	Prof./Mgmt. Staff asst. Welcome Center TOTAL	2 5 7	 10 10	Debby Kennedy Director, State Tourism Div.	2 months	2 months	No
PA	Bureau of Travel Dev. PA Dept. of Commerce Forum Bldg. Harrisburg, PA 17120 717/787-5453	Prof./Mgmt. Clerical TOTAL	6 4 10		Rebecca Woods Director of Tourism	1 year	1 year	No
RI	Dept. of Economic Dev. 7 Jackson Walkway Providence, RI 02903 401/277-2601	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 1 1 10	 4 4	David C. DePetrillo Director	4.5 years	14.5 years	No
SC	South Carolina Dept. of Parks, Recr. & Tourism Division of Tourism 1205 Pendleton St., #113 Columbia, SC 29201 803/734-0136	Prof./Mgmt. Cler./Sec. Welcome Center Mgmt Sales Other TOTAL	15 5 10 34 7 75	 10 6 16	Robert G. Liming Director	8 years 6 months	8 years 6 months	No
SD	South Dakota Dept. of Tourism Capitol Lake Plaza 711 Wells Ave. Pierre, SD 57501 605/773-3301	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	11 3 3 17	2 5 37 44	Susan Edwards Secretary of Tourism	6 years 6 months	6 years 6 months	No
TN	Tennessee Dept. of Tourist Development 320 Sixth Avenue N. Fifth Floor Nashville, TN 37219 P.O. Box 23170 Nashville, TN 37202 615/741-2159	Prof./Mgmt. Sales Clerical Welcome TOTAL	14 3 16 117 150	 30 30	Sandra F. Fulton Commissioner	7 months	7 months	No
TX HWYS	Dept. of Highways & Public Transportation Travel & Information Division 11th & Brazos Streets Austin, TX 78701 512/463-8583	Prof./Mgmt Cler./Sec. Welcome Center TOTAL	9 5 60 74		J. Don Clark Director	10 months	11 years	No
TX TOUR	Tourist Div. TX Dept. of Commerce Box 12008 Capitol Station Austin, TX 78711 512/463-7400	Prof./Mgmt. Cler./Sec. TOTAL	10 7 17		Larry Todd Tourism Division Director	2 years 3 months	2 years 3 months	No
UT	Division of Travel Development Council Hall/Capital Hill Salt Lake City, UT 84114 801/538-1030	Prof./Mgmt. Other TOTAL	7 6 13		Jay C. Woolley Director	2 years 4 months	2 years 4 months	No
VT	Agency of Development & Community Affairs Vermont Travel Division 134 State Street Montpelier, VT 05602 802/828-3236	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	6 6 7 19	 1 4 5	Donald A. Lyons Director	25 years 6 months	25 years 6 months	Yes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as Director as of 1987	Service in Agency as of 1987	Under Civil Service?
VA	Virginia Division of Tourism 202 N. 9th St., Suite 500 Richmond, VA 23219 804/786-2051	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	13 15 35 64	 6 18 24	Patrick A. McMahon Director of Tourism Deputy Director of Economic Development	2 years 3 months	2 years 3 months	No
WA	Washington State Dept. of Trade & Economic Dev. Tourism Development Div. 101 General Administration Bldg., AX-13 Olympia, WA 98504-0613 206/753-5600	Prof./Mgmt. Cler./Sec. Mailroom TOTAL	9 3 2 14		Bill Taylor Tourism Director	2 years current term; 4 years total	2 years current term; 4 years total	No
WV	Department of Commerce Marketing/Tourism Division 2101 Washington Street, East Charleston, WV 25305 304/348-2286	Prof./Mang. Sales Writers Graphics Telemarketing Welcome Centers Seasonal Clerical TOTAL	5 2 2 7 10 18 20 6 70		Michael D. Herron Director	2 years	2 years	No
WI	Division of Tourism Development 123 W. Washington Avenue Madison, WI 53702	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 2 14.5 26.5	2 2 29 33	Richard Matty Administrator			No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 307/777-7777	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 7 1 17	 1 1 2	Gene Bryan Director			No
AS	Office of Tourism American Samoa Government P.O. Box 1147 Pago Pago, AS 96799 684/633-5187 or 5188	Prof./Mgmt. Cler./Sec. Other TOTAL	7 3 3 13		Minnie Tuia Director	21 months	1 year 10 months	No
CM	Marianas Visitors Bureau P.O. Box 861 Saipan, CM 96950 670/234-8325 or 8327 Telex: MVBCM SPN 676	Prof./Mgmt. Promotions Cler./Sec. Other TOTAL	2 4 3 19 28		J.M. Guerrero Managing Director	11 years	11 years	No
GU	Guam Visitors Bureau P.O. Box 3520 1220 Pale San Vitores Rd. Tamuning, GU 96911 671/646-5278 or 5279 Telex: (671) 6432	Prof/Mgmt. Sales Cler./Sec. Other TOTAL	3 3 1 7 14		Joey B. Cepeda General Manager	4 months	4 months	No

GENERAL ADMINISTRATION — TABLE 2

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
AL	Michael N. Mitchell Assistant Director	7 months	No	Yes	None**	* Director and Assistant are Cabinet level positions; appointed by the governor. ** The Bureau of Tourism & Travel is an independent state agency. It is not under any other state agency.
AK	Terry Miller Deputy Director	11 years 6 months	No	Yes	Dept. of Commerce & Economic Development	Director is appointed by the governor.
AZ	Richard Harter	2 months	No	No	None	
AR					Department of Parks and Tourism	The Tourism Divison is one of five distinct divisions. Parks & Tourism is under a 13 member commission. History, Great River Road & Museum Services each have separate commissions. Each division has a director, and the director of Parks and Tourism is a member of the Governor's Cabinet. Appropriations are made at the department level with each division receiving a line item allocation of the total.
CA	Diane Donian	4 years	No	Yes	Department of Commerce	
CO	Rich Meredith	3 years 5 months	Yes	Yes	Dept. of Local Affairs	The executive director of the Colorado Tourism Board is responsible for the creation (by staff) and administration of phases of tourism advertising, publicity & public relations. The tourism board, a non-paid industry group, is responsible for policy. This is a 7-person board. The director is not appointed.
CT	Vacant	NA	Yes	Yes	Connecticut Dept. of Economic Development	
DE	Gigi Dux	2.5 year	No	No	Delaware Development Office	The Director for Tourism is appointed by the Delaware Development Office director.
DC	Thomas Murphy Tourism Promotion Mgr. (Acting Assistant)	3 years	No	No	NA	
FL	Vacant	NA	No	Mixed	Florida Dept. of Commerce	
GA	Harvey Monk Assistant Director	3 years	Yes	Yes	Georgia Dept. of Industry & Trade	The Dept. of Industry & Trade includes divisions that promote economic development through tourism, file location, industrial development and international trade.
HI	Eugene T. Cotter Senior Vice President Marketing & Administration	5 years 7 months	No	No	Dept. of Planning & Economic Development	Hawaii Visitors Bureau is a private, nonprofit co. under Marketing contract which is responsible for all state tourism promotion as designated by OBED.
ID	None	NA	NA	Yes	Department of Commerce	
IL	Susan Jacobs	4 years	Yes	Yes	Dept. of Commerce & Community Affairs	
IN	Susan Lindner Deputy Director	1 year 6 months	No	No	Indiana Dept. of Commerce	

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
IA	None	NA	NA	Clerical Staff only	Iowa Department of Economic Development	The Tourism Office Section is one section in the state's Economic Development Agency. A board of 11 directors, appointed by the governor, sets policy for the whole agency and has final approval over any programs the agency may wish to undertake.
KS	Vacant Assistant Director		Yes	Yes	Kansas Dept. of Commerce	Director is appointed by the Governor
KY	Janice Birdwhistell Deputy Commissioner	1 year 2 months	No	Yes*	Tourism Cabinet	* Except for 6 non-merit employees, all employees in the department are covered by state merit system which is equivalent to civil service.
LA	Bob Dudden Deputy Asst. Secretary	13 years	Yes	Yes	Dept. of Culture, Recreation & Tourism Office of Lt. Governor	Director is appointed by the Lieutenant Governor
ME	None	NA	NA	See Comments	Department of Economic and Community	Professional staff are appointed; support staff are classified state employees.
MD	Vacant Assistant Director			Yes	Dept. of Economic & Employment Development	
MA	Debbie First	1 year 11 months	No	Mixed	Dept. of Commerce & Development	
MI	Jan Hayhow	2 years 8 months	Yes	Yes	Michigan Dept. of Commerce	
MN	Harvey Chichester	6 months	Yes	Yes	Dept. of Trade & Economic Development	Recently established three field offices to cover regions of the state by transforming existing not-for-profit regional organizations into state offices. Director is appointed by the Governor.
MS	Ginger Croce	6 months	Yes	Yes	Dept. of Economic Development	
MO	None *	NA	NA	NA	NA	* Assistant Director's position was abolished by the Commission due to budget limitations. Director is appointed by the Missouri Commission on Tourism.
MT	NA	NA	No	No	Montana Promotion Division Department of Commerce	
NE	None	NA	NA	No	Nebraska Department of Economic Development	
NV	David Fitzpatrick Marketing Director	11 months	No	*	Commission on Tourism	* Professional positions unclassified, clerical positions classified.
NH	Pat van Vliet Admin. Supervisor	5 years	Yes	Yes	Division of Economic Development	
NJ	John S. Penn Assistant Director	5 months	No	No	New Jersey Dept. of Commerce & Economic Development	Tourism in New Jersey was upgraded to division level (sub-cabinet) by a 1977 statute, creating the new position of state travel director. Director is appointed by the Governor.

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
NM	Mary Ortiz Administrative Secretary	5 years	Yes	Yes*	New Mexico Economic Development & Tourism Dept.	* A reorganization effective July 1, 1983, split off Economic Dev. and Tourism promotion functions from other regulatory functions. Four programs report to the Director for Tourism & Travel. Twenty-three staff members are under civil service, four are not: Consumer Services, Tour Trade Development, Welcome Centers, Travel Writers.
NY	Joseph Schilling	6 years	Yes	Yes	Dept. of Commerce	
NC	None	NA	NA	No	North Carolina Dept. of Commerce	
ND	La Rue Laub Assistant Tourism Director	1 year 4 months	Yes	Yes	North Dakota Economic Development Commission	
OH	Gene Matheny	1 year	No	56%*	Ohio Dept. of Development	* Only clerical & support staff. Director is appointed by the Governor.
OK	Vacant	NA	No	Yes	State Tourism & Recreation Dept.	The department is organized into 5 divisions: Mktg. Services, Lodges, State Parks, Planning & Development, and Administrative Services, each having a director. The Executive Director of the department is the cabinet level position. The total number of authorized employees is 839. The State Travel Director position is not appointed.
OR	Ed Remington Director, Visitor Industry Development	2 months	No	No	Economic Development Dept.	The director is appointed by the Governor.
PA	Vacant				Dept. of Commerce	
RI	Becky Bovelsky	9 months	No	1 clerical	Rhode Island Dept. of Economic Development	
SC	Peggy Smith Assistant Director	3 years	No*	No*	South Carolina Dept. of Parks, Recreation & Tourism	* State employees are under a state classification code. They do have job protection to the extent that after a 6-month probation period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.
SD	Vacant	NA	No	Yes	Department of Tourism	Dept. reorganization transfers Tourism Division into Dept. of Tourism, April 19, 1987. Director is appointed by the governor.
TN	Pam Hewlett Inman Assistant Commissioner Sandra D. Duncan Assistant Commissioner	3 months 4 months	No No	Yes Yes	* The Dept. of Tourist Development is a cabinet level dept.	* The state travel director is a Commissioner. The Assistant Commissioners reporting to her are non-civil service and manage the activities of the department. Management reporting to the Assistant Commissioners are the Director of Welcome Centers, Director of Administrative Services, Director of Information, Director of Sales. The Commissioner has a secretary and an Administrative Assistant who report directly to her and are non-civil service employees.

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
TX HWYS	Jeff Donalson Acting Director	3 months	No	No	State Dept. of Highways & Public Transportation	Texas travel & tourism promotion is shared by 2 state departments (see Tx.-Tour). The State Dept. of Hwys. & Public Trans. is responsible for operating the state's 12 hwy. tourist bureaus, production of the state's family of printed travel literature, production of hwy. travel info. exhibit (Info-boards) located in 105 hwy. rest areas, production-distribution of travel-oriented audio visuals, & compilation-publication of the state's annual survey of auto visitors. Director is appointed by the Director of the Department of Engineering.
TX TOUR	Phil Davis Assistant Director	20 years	No	No	TX Dept. of Commerce	With the creation of the Texas Department of Commerce on 9/1/87, the former Tourist Development Agency became the Department's Tourism Division. Major responsibilities of the Tourism Division include marketing, advertising, inquiry fulfillment, research, public relations, travel tours and trade show promotion programs.
UT	Ann King Assistant Director Industry Development	5 years 6 months	Yes	Yes	Dept. of Community & & Economic Development	The Director is appointed by the Governor.
VT	J. Gregory Gerdel	6 years 6 months	Yes	Yes	Agency of Development & Community Affairs	
VA	Margaret M. Lesniak Assistant Commissioner	2 years 8 months	No	No	Dept. of Economic Development	Governor's Travel Advisory Committee is responsible for advising Governor and agency head.
WA	Barbara Brooner Assistant Tourism Director	2 years	Yes	Yes	Washington State Dept. of Trade & Economic Development	
WV	Carolyn Ketchum Manager/Tourism Development	5 years	Yes	Yes	Department of Commerce	
WI	Rae Van Wyhe Director	3 years 8 months	Yes	Yes	Dept. of Development	Welcome Center part-time staff are not permanent employees.
WY	Clyde R. Douglass Assistant Director	10 years	No	No	None*	* We are a separate agency within the exec. branch. We have a 7-member public board of Commissioners appointed by the Governor.
AS	Vacant	NA	NA	Yes	Office of Tourism	Office of Tourism separated from Development & Planning Office in May 1985.
CM	Bennet Seman Deputy Managing Director	5 years 7 months	No	No	None	Through the enabling legislation, the general responsibilities the Marianas Visitors Bureau rest in hands of a Board of Directors of 9; 5 appointed by the Governor and 4 elected from the general membership. They in turn hire the Managing Director who oversees the day-to-day affairs of the bureau and reports to the board at their monthly meetings.
GU	Ray J. Allague Deputy General Manager	16 months	No	Yes	None	Position of Marketing and Promotions Manager new in 1987.

ADVERTISING — TABLE 1

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
AL	Tyler Turner Contracted Ad Agent	Barney & Patrick Advertising, Inc. 306 St. Francis St. P.O. Box 69 Mobile, AL 36601	1st year	Yes	Yes	Figures vary depending on the project. We assist in financing production costs for tourism related brochures, etc.*
AK	Mary Klugherz Marketing Coordinator	Foote, Cone and Belding P.O. Box 3183 San Francisco, CA 94119 Mystrom Advertising 808 E Street Anchorage, AK 99501	5-1/2 2-1/2	No*	NA	NA
AZ	Ron Bellus Director of Advertising & Community Promotion	Taylor Advertising 2828 North Central Ave. Phoenix, AZ 85004	4	Yes	Yes	1/1 up to 4/1 depending on size of community.
AR	Joe Rice Director	The Woods Bros. Agency 1001 W. Markham Little Rock, AR 72201	10	Yes	No	2/1
CA	Kristy Flynn Director - Marketing & Communications Department of Commerce	Keye/Donna/ Pearlstein 11080 Olympic Road Los Angeles, CA 90064	3	No	NA	NA
CO	Mario Giordano Director of Advertising & Promotions	Tracy-Locke Advertising Prudential Plaza Bldg. 1050 17th St., Suite 700 Denver, CO 80265	4	No	NA	NA
CT	Anthony A. Davenport Director of Communications	LSGE* Avon, CT	1	No	NA	NA
DE	Catherine Wheeler Director for Tourism	Lyons Studios 715 Orange Street Wilmington, DE 19801	6	Yes	Yes	Up to 50%
DC	None	None	NA	No	NA	NA
FL	Vacant Assistant Director	Beber, Silve..tein & Partners 3361 SW Third Ave. Miami, FL 33145	3	No	NA	NA
GA	Gary Wo[illegible]ck Advertising Director Georgia Tourist Division, Georgia Department of Industry & Trade	Pringle, Dixon, & Pringle Advertising & PR 245 Peachtree Center Marquis One Tower Suite 1500 Atlanta, GA 30301	4	Yes	Two co-op programs are funded as budgeted items, and one is funded with supplemental dollars.	50/50
HI	Eugene T. Cotter Sr. Vice President of Marketing & Administration	Milici/Valenti/Smith/ Park Advertising, Inc. 700 Bishop St. Honolulu, HI 96813	Renewed Contract 3 years ago	No	NA	NA
ID	Betsy Gabel Tourist Promotion Specialist	Elgin, Syferd/Drake P.O. Box 8283 401 South 8th Street Suite 201 Boise, Idaho 83707	5	Yes	Yes	50/50
IL	Lynda Simon Managing Director	Zechman & Associates	4	Yes	No	60/40

See "Advertising -- Table 2" for comments and explanatory notes

ADVERTISING — TABLE 1

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
IN	Elaine Ervin Director	Bloomhorst, Story and O'Hara 200 South Meridian St. Indianapolis, IN 46225	2	Yes	No	State can match up to 50% of cost of promotional project.
IA	Managing Director	Kragie/Newell Advertising 2411 Grand Avenue Des Moines, IA 50312	1st year	Yes	Yes	NA
KS	LewJene Schneider Director	Associated Advertising 4601 E. Douglas Wichita, KS 67218	6	No	NA	NA
KY	Kevin M. Muss Director Marketing & Advertising	McCann-Erickson, Inc. 1469 South Fourth Louisville, KY 40202	1	Yes	Yes	50/50 up to a specified amount.
LA	Bruce Morgan Advertising and Publicity Director	Sides & Associates 404 Eraste Landry Road P.O. Box 51954 Lafayette, LA 70505 (318) 233-6473	4	Yes	Yes	50/50 cash.
ME	Gordon W. Clapp Deputy Commissioner	Lendy Swordlick Mackey 1 Canal Plaza Portland, ME	3	Yes	Budget	Varies
MD	Dan McLeod Director	R, M & D Associates 120 W. Fayette Street Baltimore, MD 21201	New	Yes	Yes	50/50
MA	Richard P. Rust Deputy Commissioner	Ingall's, Quinn & Johnson Associates 857 Boylston Street Boston, MA 02116	4	Yes	No	50/50
MI	Al Sandner Director, Communications Div.	Ross Roy, Inc. 2751 E. Jefferson Detriot, MI 48207	28	Yes	Yes	Based on a ratio of local support in the eligible agency to local support in all eligible agencies.*
MN	Henry Todd Director	Carmichael-Lynch Advertising, Inc. 100 E. 22nd Street Minneapolis, MN 55404	2	No	NA	NA
MS	Al Elmore	Dobbs-Maynard 350 North Mart Plaza Jackson, MS 39206	3	Yes	Yes	50/50
MO	Marjorie Beenders Director	Kenrick Advertising, Inc. 7711 Carondelet St. Louis, MO 63105	6	No	NA	NA
MT	Sandra Guedes Marketing	Wendt Advertising P. O. Box 2128 Great Falls, MT 59403	4	No	No	NA
NE	Peggy Briggs Director	Bailey Lewis & Assoc. 924 NBC Center Lincoln, NE 68508	3	No	NA	*
NV	Stephen B. Richer Executive Director	R & R Advertising 615 Riverside Dr. Reno, NV 89503	New	Yes	Yes	50% for counties over 17,000* (1980 Census)
NH	Travel Director Advertising	O'Neil Griffen & Associates 324 Commercial Street Manchester, NH 03101	5	Yes	Yes, but line item & not transferable	50/50

See "Advertising -- Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
NJ	Noreen G. Bodman Director	Poppe Tyson 2700 Route 22 Union, NJ 07083	5	Yes	Yes	50/50*
NM	Jim Maes Acting Director	Rick Johnson & Co. P.O. Box 4770 Albuquerque, NM 87196		Yes	Yes	One to one
NY	Clifford Theiss Deputy Commisioner 230 Park Ave. New York, NY 10169	Wells, Rich & Green 767 5th Ave. New York, NY 10022	9	Yes	No	50/50*
NC	Hugh Morton, Jr. Director	McKinney, Silver & Rockett Inc. 333 Fayetteville St. Raleigh, NC	11	Yes	No	50%
ND	Jim Puglie Tourism Director	Kranzler Saueressig Advertising P.O. Box 693 Bismark, ND 58502	1	Yes	Yes	50% for out-of state advertising, convention advertising, and special events.
OH	Tim Kauffman Manager Office of Tourism Marketing	(General Market) Hameroff/Milenthal/ Spence One Columbus 10 W. Broad St. Columbus, OH 43215 (Minority Market) Eaton & Associates 524 Walnut St. Cincinnati, OH 45202	5 2	Yes	Yes	50%
OK	Eugene Dilbeck Director Lynette Lambert Advertising Promotions Manager	Ackerman, Hood & McQueen Advertising, Inc. 1100 Citizens Plaza 1601 NW Expressway Oklahoma City, OK 73118	4	Yes	Yes	50-50
OR	Debby Kennedy Tourism Division Director	Widen & Kennedy 320 SW Washington Portland, OR 97204		No	NA	NA
PA		Elkman Advertising Wala Cynwyd, PA	1 month	Yes	No	single country 2:1 on local income Region 2 1/4:1 on local income
RI	David DePetrillo	Duffy & Shanley 4 Cathredral Square Providence, RI 02903	4	Yes	Yes	50/50
SC	Marion E. Edmonds Manager Advertising & Development Section Tourism Division	Leslie Advertising Agency 874 S. Pleasantburg Drive Greenville, SC 29607 P.O. Box 6168	8	Yes	Yes, earmarked admission tax revenues	Based upon available funds & merits of project, generally 50/50 funding process.
SD	Susan Edwards Secretary of Tourism Patty Van Gerpen Advertising Director	Lawrence and Schiller Advertising, Inc. 3932 S. Willow Sioux Falls, SD 57105	8	Yes	Yes	16% Private 84% State
TN	Sandra D. Duncan Assistant Commissioner Travel Promotion	Walker & Associates, Inc. 1100 Morgan Keegan Tower 50 Front Street Memphis, Tn 38103	New	Yes	Yes	50/50 - maximum $25,000

See "Advertising -- Table 2" for comments and explanatory notes

ADVERTISING — TABLE 1

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
TX HWYS	NA	NA	NA	No	NA	NA
TX TOUR	Larry Todd	Neal Spelce Communications P.O. Box 1905 Austin, TX 78767	12	No	NA	NA
UT	Jay C. Woolley Director	Harris & Love, Inc.* 1800 University Club Bldg. 136 E. So. Temple Salt Lake City, UT 84111 et al Advertising * 10th Floor Walker Center 19 East 2nd South Salt Lake City, UT 84111	14 4	Yes	Yes	$15,000 each, 50/50 match 9 regions.
VT	Donald A. Lyons Director	Pending		Yes	Yes	50/50 with 25% of state share retained for "umbrella" program.
VA	Jule E. Bolio Director of Advertising	The Martin Agency Inc. 550 Allen Avenue Richmond, VA 23230	5	No	No	NA
WA	Bill Taylor Tourism Director	Cole & Weber 308 Occidental Ave. South Seattle, WA 98104	2	Yes	Yes	50/50
WV	Michael Herron Director of Tourism Division	Charles Ryan Associates P. O. Box 2464 Charleston, WV 25329	2	No	NA	NA
WI	Rae Van Wyhe Director Bureau of Marketing & Development	Frankenberry, Laughlin & Constable 207 E. Michigan Avenue Milwaukee, WI 53203	2	Yes	Yes	Up to 50%
WY	Randall A. Wagner Director	Broyles, Allebaugh & Davis, Inc. 31 Denver Technological Ctr. Englewood, CO 80111	1	Yes*	Yes	50% match not to exceed $40,000 per application.
AS	Minnie Tuia	Loomis & Pollock 450 Piikoi St. Suite 200 Honolulu, HI 96814	4	No	Yes	NA
CM	Managing Director	Glimpses of Guam P. O. Box 3191 Agana, GU 96910	11	No	NA	NA
GU	Vivian Indalecio Promotions Officer Pilar Laguana Marketing & Promotions Officer Setsuko Cullen Marketing & Promotions Officer	Glimpses of Guam P. O. Box 3191 Agana, GU 96910 Meitsu BJK & E 1-1-3, Nishi-shambashi Minato-ku Tokyo 105, Japan	6 1	No	NA	NA

See "Advertising -- Table 2" for comments and explanatory notes

State	Is Advertising Directed Toward Stimulating Inquiries?	Inquiries Surveyed for Advertising Effectiveness?	Number of Inquiries Received in 1986?	Additional Comments
AL	Yes	Yes**	80,991	* Monies from the bureau cannot exceed one-half of total cost of project and the grantee must provide one-fourth of total cost in cash. One-fourth of all printed matter becomes property of the bureau of travel and tourism. ** We evaluate our advertising effectivess according to our coupon receipts which are submitted by persons reading certain magazines; we measure our effectiveness by studying our success at certain U.S. and Canadian travel shows and also by surveys conducted in Alabama at hotels, air terminals, etc. We have developed and are continuing to develop marketing plans. We base marketing information on the annual "Travel in Alabama" report, produced by Auburn University.
AK	Yes	Yes	Advertising: 497,013 General: 71,721	* The private sector of the Alaska Visitor industry raises money which is combined with state funds in a cooperative marketing program. Industry contributions are not, however, determined by a matching formula.
AZ	Partially	No	100,000	
AR	Yes	Yes*	287,090	* Conversion studies are conducted based on a sample of the inquiries.
CA	Yes	Yes	420,000	
CO	Yes	Yes	188,463	
CT	Yes	Yes**	Advertising: 60,000 General: 70,000	* We contract with outside services. ** This is done through mail counts and counts of telephone inquiries in response to our advertising and promotion; we also keep a count of inquiries at our thirteen welcome centers by day, week, and type of inquiry.
DE	Yes	Yes*	Advertising: 20,000 General: 48,000	* A conversion study is done on all coupon ads.
DC	No	No	NA	
FL	Yes	Yes*	460,000	* Conversion effectiveness is determined on both print and electronic advertising through follow-up on requests for State Vacation Guide. Television advertising awareness, retention and effectiveness is evaluated through focus panel studies in market areas.
GA	Yes	Yes*	276,000	* Conversion studies are undertaken periodically to evaluate effectiveness of advertising campaigns. Regional meeting lists of respondents are compiled and sent to local area for follow-up.
HI	Yes	Yes	Info Office: 34,000 Mainland Offices: 50,000	
ID	Statewide Program: Yes 50/50 grant if grant is for advert.	Statewide Program: Yes 50/50 grant not usually	Statewide Program: Yes 87,500	A conversion study is done annually. Inquiries are surveyed on a random basis. Conversion research primarily measures return on advertising investment and cost/effectiveness of media utililized.
IL	Yes	Yes	150,000	Use 800 number marketing analysis on requests made, and analysis of requests made through Travel Information Centers in Chicago, Springfield, and Marion office.
IN	Yes	Yes	80,000	
IA	Yes	Yes*	NA	* Advertising responses from consumer publications in the spring, summer & fall of '87 will be researched to determine the effectiveness of ads, conversions of responses and etc.
KS	Yes	No	160,000	
KY	Yes	Yes*	161,903	* Telephone response is measured and coupons placed in ads are coded for measurement. A follow-up survey of a random sample of those who requested information is conducted at the end of each calendar year. The information collected is used to evaluate the effectiveness of the advertising.

ADVERTISING — TABLE 2

State	Is Advertising Directed Toward Stimulating Inquiries?	Inquiries Surveyed for Advertising Effectiveness?	Number of Inquiries Received in 1986?	Additional Comments
LA	Yes	Yes	200,000	
ME	Yes	Yes*	110,000	* We analyze the reach, penetration and cost effectiveness of our ads. Conversion studies are also conducted.
MD	Yes	Yes*	187,052	* Conversion study conducted every two years. All "800" calls are required to state source of inquiry. Each print coupon and reader service inquiry is coded by the publication it appeared in and the specific ad that was run. We had 23,914 "800" Calls during 1986.
MA	Yes	Yes*	Advertising: 225,000 General: 1,000,000+	* Our advertising includes an 800 number to stimulate inquiries which we fulfill by providing a comprehensive vacation planner.
MI	Yes	Yes**	620,428	* The four regional tourist associations share equally in legislative appropriation for these organizations. Convention bureau funding is based on local funding. ** Inquiries are analyzed by zip code of residence, by type of inquiry (mail, phone, walk-in, recorded lines), and by type of information provided.
MN	Yes	Yes*	610,466	* We do a random sampling of all inquiries by season and program. We conduct three major advertising campaigns each fiscal year, viz., Fall, Winter, and Spring/Summer. In addition we conduct special advertising programs in the trade press for domestic and international group tours, and meetings and conventions. We also do target advertising to special interest groups such as outdoor and fishing enthusiasts, and those interested in winter sports. Inquiries from all advertising campaigns are surveyed to determine amount of economic impact. The office has established a direct marketing program for its advertising with heavy emphasis on 60 and 90 second television and direct mail/inserts.
MS	Yes	Yes*	41,000	*Periodic convention surveys and cost per inquiry factors are evaluated.
MO	Yes	NA	102,600	
MT	Yes	Yes	203,547	A semi-annual conversion study is conducted based on a sample of the inquiries received during the year. Annual conversion study based upon a sample of inquiries received during the year.
NE	Yes	Yes**	67,411	*State matching fund-programs are classified as either "Event Marketing Assistance," "Regional Marketing Assistance," or "Marketplace Assistance." Direct grant funds are taken from limited resources up to 100%, favoring 50/50. **Inquiry conversion studies are conducted biannually.
NV	Yes	Yes	175,000	State grant monies are available to organizations in rural counties and are authorized by county governing boards for purposes of promoting and stimulating travel to events in these local areas. * The Commission on Tourism decides the matching formula for other counties. However, the two largest counties are ineligible.
NH	No	Yes	Key Mail: 9,155 Ref. Mail: 6,108 Telephone: 16,536 Student Mail: 5,537 Misc: 33,247	
NJ	Yes	Yes**	130,000+	*Three-hundred fifty thousand dollars ($350,000) total program for Fiscal Year 1986. Grant maximum will not exceed 8% of total progam or 50% of amount applied for. ** Ads are keyed for data and placement to evaluate volume and "duration" or responses.
NM	Yes	Yes*	57,000	*Advertising both stimulates inquiries and educates, promoting a more accurate image of New Mexico. Spot surveys of telephone inquiries and reader service inquiries are being done until the system is modified to permit sampling of all inquiries.

State	Is Advertising Directed Toward Stimulating Inquiries?	Inquiries Surveyed for Advertising Effectiveness?	Number of Inquiries Received in 1986?	Additional Comments
NY	Yes**	Yes***	2,200,000	*With a minimum of $20,000 and a maximum of $150,000 per applicant. Awards over $20,000 may be subject to pro-rate payout of available funds. **Not all ads are directed to stimulating inquiries. Programs run full range of media and include consumer, trade and convention advertising. ***Limited to consumer media programs.
NC	Yes	Yes	Advertising: 159,785 Reader Service: 99,464 General: 77,666	
ND	Not in all cases	Yes	88,000	
OH	Yes	Yes*	737,587 1-800-Buckeye Inquiries 7,812 UPS 145,562 Third Class Mail 453,677 Bulk Rate Mail Total: 890,961**	*Effectiveness of advertising is measured primarily through our national 1-800-Buckeye Action Response Center. Inquiries are surveyed to ascertain which medium prompted the call. The survey is characterized for a formatted series of questions, directed to each travel consumer, by a Buckeye Line travel counselor. Questions for caller information, consistently yielded from inquiries, also reveal the geographic origins of responses, thus further defining in-state and out-of-state markets and market segments. In addition, survey response data enables evaluation of market penetration and strategies. **Total inquiries for year include bulk mail as well as 1-800-BUCKEYE inquiries.
OK	Yes, plus image development	Yes*	193,000	* Conversion studies are made to determine the impact of our advertising program. A concentrated effort is made to promote Oklahoma's Image as a travel destination emphasizing water-based recreation and western heritage, using the advertising/promotions theme: Discover Oklahoma! America's Frontier Lake State. The state has a concentrated advertising program in a selected market area designed to increase visitor traffic during the fall, spring, and summer months. Also, we are attempting to keep Oklahoma residents traveling in-state during their vacations. Promotional efforts to reach the international market are currently being expanded. A contract was awarded to the Price Waterhouse Company to conduct a comprehensive statewide tourism study for the purpose of producing a 5 year Marketing Plan and long range product development plan. The primary research data resulting from the study will be valuable in directing future marketing programs.
OR	Yes	Yes*	125,291	* Each year an advertising conversion study is done. An in-depth survey of respondents to magazine, television, and newspaper advertisements and persons who attended several outdoor sports and recreation exhibitions is conducted to determine effectiveness of the ads and the expenditures of those who visited.
PA	Yes	Yes*	202,196	* Consumer inquiries generated by toll-free telephone are evaluated by time and source of inquiry. This is matched with media and broadcast schedule to determine patterns and trends. Additional statistical data on present vs. future travel habits and plans are developed.
RI	Yes	Yes	120,000	
SC	Yes*	Yes**	308,174	* Print media is designed to generate inquiries; TV was not for spring campaign but an 800 number has been added to TV for the fall campaign. ** All of our inquiries are computerized enabling us to tell which ad in which edition of each publication brought in inquiries. We also compare response for the same ads in different publications.
SD	Yes*	Yes**	183,142	* Our ad campaign is directed at both stimulating inquiries and creating image. We also added to our print media. ** Inquiry counts, cost-per inquiry, conversion ratios, cost per converted inquiry, and inquiry origins by state zip code are handled by computer.
TN	Yes	Yes*	336,808	* We do inquiry counts for each publication, broadcast market, free listing, and other identifiable sources. We also analyze by state of residence and do conversion studies and cost per inquiry analyses.
TX HWYS	NA	NA	Advertising: 185,178 General: 83,346	Advertising responsibility rests primarily with the Texas Tourism Division.

ADVERTISING — TABLE 2

State	Is Advertising Directed Toward Stimulating Inquiries?	Inquiries Surveyed for Advertising Effectiveness?	Number of Inquiries Received in 1986?	Additional Comments
TX TOUR	Yes*	Yes**	175,000	* Partially ** Periodic conversion studies, conducted in house, sample 6,000 of the previous year's respondents to determine the proportion actually visiting Texas in the subsequent twelve months, as well as their visitation patterns.
UT	Yes	Yes**	158,313	* Spring, summer and fall advertising is the responsibility of one agency, Harris & Love. Our winter programs deal heavily in matching funds from the private sector and is handled as a separate program by "et al Advertising Agency." ** Inquiries are surveyed on a periodic basis; spotchecks are done through advertising conversion studies in magazines, audience surveys, and focus groups for broadcasts.
VT	Yes	Yes*	131,100	* We conduct annual surveys and spot interviews to determine visitor profile, economic data, and vacation activity preferences. Periodic motivation/perception surveys are also done. Annual conversion study begins this year.
VA	Yes*	Yes**	178,000	* Our travel advertising is also directed toward strengthening awareness of Virginia, which is important to our objective. ** Inquiries are recorded for cost per inquiry and conversion ratio studies.
WA	Yes	Yes	184,738	
WV	Yes	Yes	232,200	
WI	Yes	Yes	Phone: 158,975 Mail: 54,922	
WY	Yes	Yes**	Advertising: 188,645 General: 82,564	* Matching funds are for non-governmental, non-profit, tourist-related organizations. At least 20% of their private sector funding must originate from Wyoming representatives. The total budget available for matching funds during fiscal year 1987 is $347,000. ** Conversion studies are done periodically.
AS	Yes	Yes	8,000	
CM	No	No	Advertising: 30 General: 4,600	Cooperative Marketing Policy has been developed to encourage the development and marketing of off-season and other special tours to the Northern Marianas, and to provide monetary and other assistance to such endeavors. Proposals for such assistance must meet the following criteria: 1) The project must be structured as a special promotion; annual or semi-annual general sale tour packages can qualify for new markets. 2) The project must be aimed at producing a minimum of 600 visitors for the Northern Marianas. 3) The amount of financial contribution to the organizing group will not exceed $3,000 for any one project. Amounts may be greater depending on the scope and duration.
GU	Yes	No	15,000	Cooperative marketing policy has been developed to encourage off-season and other special groups to Guam and to provide monetary and other assistance to such endeavors. Proposals from organizations: ie. airlines, tour operators, travel agents, business firms and social organizations are welcomed but must meet the following criteria: 1. The project must be structured as a special promotion; annual or semi-annual general sale tour packages will qualify. 2. The project must be aimed to producing at least 1,000 visitors for Guam. 3. The amount of financial contribution to the organizing group will not exceed $5,000 for any one project. 4. Proposals must include budget information which specifically indicates how the GVB contribution will be expended. 5. Promotional materials mentioning the GVB in any way must be approved in writing by the Bureau prior to the publication. 6. Participation must be approved by the GVB's Board of Directors which requires that proposals be submitted to the Bureau at least one month prior to commencement of project.

State	Date Fiscal Year Begins	Total Budget for Fiscal Year 1986-87	Rank	Total Budget for Fiscal Year 1987-88	Rank	Is Entire Travel Office Budget Funded by State Gen. Revenue?	Other Sources of Funding for Travel Office	Percentage of Budget Derived from Other Sources	State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	$3,025,740	31	$5,111,638	22	No	Lodging Tax Receipts	72%	4% state specific tax on lodging
AK	July 1	6,087,200 State Funds 1,521,600 Industry Contribution 7,608,800 Total	12	7,819,800 State 1,527,000 Industry 9,346,800 Total	10	Yes	NA	NA	None
AZ	July 1	3,154,500	30	3,375,900	31	Yes	NA	NA	5% state general sales tax 4% state specific tax on lodging -- some cities add a bed tax (e.g. Phoenix 3%)
AR	July 1	2,931,282	32	2,753,324	32	Yes	NA	NA	4% state general sales tax
CA	July 1	7,821,000	11	7,622,000	14	Yes	NA	NA	NA
CO	July 1	3,933,000	22	8,697,700	12	No	Tourism Promotion Tax*	100%	3% state general tax
CT	July 1	1,500,000	41	2,150,000	37	Yes	NA	NA	7.5% state general sales tax
DE	July 1	1,078,900	49	1,216,400	48	Yes	NA	NA	6% state specific tax on lodging
FL	July 1	10,814,389	6	10,723,551	7	Yes	NA	NA	5% state general sales tax
GA	July 1	8,200,000	9	9,200,000	11	Yes	NA	NA	4% state general sales tax
HI	July 1	8,564,391	8	13,665,000	3	No	Membership Misc. Income	10% Membership	4% state general sales tax 5% state specific tax on lodging
ID	July 1	1,880,557	37	2,017,000	40	No	2% Tax on Hotel/ Motel and Campgrounds	9% general fund 91% dedicated tax	5% state general sales tax 2% state specific tax on lodging
IL	July 1	15,500,000	2	20,500,000	2	No	Lodging Tax Receipts	None	6% state specific tax on lodging
IN	July 1	2,107,287	34	2,107,287	38	Yes	NA	NA	5% state general sales tax (county option)
IA	July 1	1,489,981	42	1,495,533	46	Yes	NA	NA	4% state general sales tax local option tax on lodging
KS	July 1	1,213,949	46	1,222,331	47	Yes	NA	NA	4% state general sales tax Up to 2% local option tax on lodging
KY	July 1	3,906,600	23	4,003,800	25	Yes	NA	NA	5% state general sales tax

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Total Budget for Fiscal Year 1986-87	Rank	Total Budget for Fiscal Year 1987-88 Is Entire	Rank	Travel Office Budget Funded by State Gen. Revenue?	Other Sources of Funding for Travel Office	Percentage of Budget Derived from Other Sources	State Sales Tax Rates Applicable to Commercial Lodging
LA	July 1	3,808,027	24	4,314,453	24	No	State General Fund $2,759,182 Economic Diversification Marketing Fund $1,555,271	36% EDMF	4% state general sales tax 4% state specific tax on lodging
ME	July 1	1,209,245	47	2,640,000	33	Yes	NA	NA	5% state general sales tax 7% state specific tax on lodging
MD	July 1	3,476,174	29	3,580,609	28	Yes	NA	NA	5% state general sales tax 5% state specific tax on lodging (plus local tax)
MA	July 1	9,406,448	7	10,173,972	8	Yes	NA	NA	5% state general sales tax 5.7% state specific tax on lodging*
MI	October 1	11,713,000	4	10,889,400	6	Yes	NA	NA	4% state general sales tax
MN	July 1	5,150,350	17	5,851,700	20	Yes	NA	NA	6% state general sales tax
MS	July 1	1,560,000	40	1,680,000	45	Yes	NA	NA	6% state general sales tax
MO	July 1	4,224,606	20	5,243,038	21	Yes	NA	NA	4.225% state general sales tax
MT	July 1	1,460,000	43	3,854,865*	27	No	Accommodation Tax Private Contributions/Co-op	94% 6%	4% state specific tax on lodging
NE	July 1	1,308,679	45	1,168,142	50	No	1% lodging tax	100%	4% state general sales tax 1% state specific tax on lodging
NV	July 1	3,668,013	27	3,937,263	26	No	Lodging tax Conference registration fees Sale of materials	100%	3/8 of 1% state specific tax on lodging*
NH	July 1	1,894,287	36	1,895,056	41	Yes	NA	NA	NA
NJ	July 1	8,141,000	10	8,101,000	13	Yes	NA	NA	6% state general sales tax
NM	July 1	2,082,900	35	2,099,700	39	Yes	NA	NA	5.25% state general sales tax 3% state specific tax on lodging
NY	April 1	21,248,832	1	21,543,300*	1	Yes	NA	NA	4% state general sales tax
NC	July 1	5,323,132	16	6,772,641	16	Yes	NA	NA	5% state general sales tax

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Total Budget for Fiscal Year 1986-87	Rank	Total Budget for Fiscal Year 1987-88	Rank	Is Entire Travel Office Budget Funded by State Gen. Revenue?	Other Sources of Funding for Travel Office	Percentage of Budget Derived from Other Sources	State Sales Tax Rates Applicable to Commercial Lodging
ND	July 1	670,000	50	1,187,000	49	No	General Fund Highway Fund Private Sector Revenue	40%* 50% 10%	5.5% state general sales tax
OH	July 1	5,573,957	14	6,362,553	18	Yes	NA	NA	up to 6.5% state general sales tax with allowable local add-ons local 1/2 to 1% state specific lodging tax
OK	July 1	4,186,861	21	4,460,353	23	No	As of Nov. 1, 1987, a 1/10th of 1% tax will be levied on the travel industry with all revenues earmarked for the state's department of Tourism Advertising & Promotions	67% general revenue 33% designated tax	4% state general sales tax
OR	July 1	1,194,425	48	2,417,147	34	Yes	NA	NA	None
PA	July 1	11,864,000	3	12,130,400	4	Yes	NA	NA	6% state general sales tax
RI	July 1	1,311,000	44	1,864,000	42	No	Lodging tax RI Port Authority	22% 18%	6% state general sales tax 4% state specific tax on lodging
SC	July 1	5,445,333	15	6,980,298	15	No	Earmarked State Admission Tax Funds 1987-88 estimate: 3,455,000	49%	5% state general sales tax 2% state specific tax on lodging
SD	July 1	2,200,500	33	2,300,500	36	Yes			None
TN	July 1	10,893,400	5	9,390,400	9	Yes			5.5% state general sales tax No specific state tax lodging--local option hotel/motel tax rates range from 1.5% to 5%
TX HWYS	September 1	3,076,124	18	3,443,274	5	No	See "Budget -- Comments"	None	6% state general sales tax 4% state specific tax on lodging
TX TOUR	September 1	1,676,129	18	8,526,000*	5	No	percent of lodging tax receipts	75-80% (est.)	6% state general sales tax 6% state specific tax on lodging
UT	July 1	3,793,800	26	3,535,800	29	Yes	NA	NA	6% state general sales tax 3% state specific tax on lodging
VT	July 1	1,610,700	39	1,745,800	44	No	Advertising enterprise	1%	4% state general sales tax 6% state specific tax on lodging
VA	July 1	6,054,000	13	6,539,000	17	Yes	NA	NA	4% state general sales tax

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Total Budget for Fiscal Year 1986-87	Rank	Total Budget for Fiscal Year 1987-88	Rank	Is Entire Travel Office Budget Funded by State Gen. Revenue?	Other Sources of Funding for Travel Office	Percentage of Budget Derived from Other Sources	State Sales Tax Rates Applicable to Commercial Lodging
WA	July 1	3,561,402	28	2,400,000	35	No	Gasoline tax receipts*	varies	6.5% state general sales tax
WV	July 1	1,874,191	38	1,789,841	43	Yes	NA	NA	5% state general sales tax local option tax on lodging
WI	July 1	4,443,400	19	6,317,000	19	Yes	NA	NA	5% state general sales tax
WY	July 1	3,800,650 (cuts & legislative changes made)	25	3,423,463	30	Yes	NA	NA	3% state general sales tax (Add. 1% county option) 2% specific tax on lodging (new county option)
AS	October 1	485,500		485,500		Yes	NA	NA	None
CM	October 1	1,200,000		*		No	Lodging tax Container tax Membership dues Miscellaneous	77% 10% 8% 5%	10% state specific tax on lodging
GU	October 1	2,734,348		2,934,893		No	80% from hotel occupancy tax 20% from membership dues and inkind contributions from private industry	NA	10% state specific tax on lodging

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
AL	1,449,819	475,921	Included	500,000	300,000	75,000		150,000		75,000		Magazine: 500,000 (None*)
AK	$ 720,600	490,550	122,900	3,567,550	673,800	698,800	448,300	268,800		140,000	Inquiry Fulfillment: 477,500	Magazine: 1,727,650 Newspaper: 36,300 Radio: 2,800 TV: 1,800,800 (1%)
AZ	497,600	349,100	230,000	1,471,000	176,800	80,000	50,000	300,000				Magazine: 431,000 Newspaper: 20,000 TV: 500,000 Outdoor: 400,000 Other: 120,000 (NA)
AR	1,215,879	443,852	35,000	500,000	313,350	28,042	26,228	337,195		31,736		Magazine: 250,000 Newspaper: 150,000 TV: 100,000 (None)
CA	387,000	434,000	1,439,000	4,356,000	130,000	250,000	65,000				Fulfillment, Marketing, Special Projects: 760,000	Magazine: 1,800,000 Newspaper: 122,000 Radio: 188,000 TV: 2,200,000 Other: 460,000 (27%)
CO	366,610	195,000	196,000	1,270,000	320,000	384,956	160,000	NA		90,000	Fulfillment: 441,340 Other Marketing/ Advertising: 509,094	Magazine: 208,000 Newspaper: 41,300 Radio: 212,700 TV: 658,000 Other: 150,000 (12%)
CT	300,000	100,000	45,000	335,000	350,000	250,000	20,000		*	100,000		Magazine: 100,000 Newspaper: 235,000 (None)
DE	225,100	*	Included	204,650	268,050	6,100	30,000	345,000				Only TV Advert. (25%)

See "Budget -- Comments" section for explanatory notes

BUDGET — 1986-87

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
FL	2,451,296	1,430,860	600,000	4,262,176	452,000	923,000	256,000		356,400	57,000	Other Capital Outlay: 25,657	NA (19%)
GA	*											
HA	2,243,900	1,144,291	100,000	2,189,200	452,400	2,066,100	247,400				Meetings & Convention 81,100 Membership 40,000	Magazine: 2,189,200 (None)
ID	115,950	77,534	30,000	208,000	269,000	118,400	23,000	767,489	NA	NA	Winter Co-op Program 42,000 Film Bureau: 6,000 Fulfillment: 223,184	Magazine: 208,000 (None)
IL*	996,500	173,300	Included	10,000,000	746,400	1,980,500		1,281,000			Misc: 322,300	
IN	228,287	110,000	Included	868,000	307,000	294,000*	100,000	200,000 **	NA	***		Magazine: 108,000 Newspaper: 20,000 Radio: 40,000 TV: 700,000 (30%)
IA	404,886	263,337	626,095	NA	95,000	Included in Prod.	35,663	45,000			State Aid: 20,000	NA NA
KS	387,789	32,964	242,897	59,840	170,000	176,149		NA		44,310	Fee Fund: 100,000	Magazine: 29,840 Radio: 30,000 (50%)
KY	977,200	450,000	100,000	750,000	500,000	132,000	50,000	402,000	120,400	425,000		Magazine: 207,000 Newspaper: 57,000 Radio: 179,000 TV: 264,000 Other: 43,000 (30%)
LA	1,231,234	400,037	207,000	825,000	325,000	418,999	75,000	160,000	36,757 (incls. major repair)	129,000*		Magazine: 766,000 Newspaper: 46,000 Radio: 1,500 Outdoor: 11,500 (None)

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
ME	120,000	35,500	86,500	355,000	306,000	66,083	74,162		40,000	120,000	Conferences & Seminars In-State: 6,000	Magazine: 209,470 Newspaper: 18,000 Radio: 95,530 Outdoor: 32,000
MD	568,029	291,042	140,000	929,414	396,385	106,955	17,500	289,670		568,000	Misc: 169,179	NA (20%)
MA	350,000	70,000	1,737,071	3,262,929		551,567	100,000	2,200,000		134,881	Postage: 600,000 International Promotion: 400,000	Magazine: 345,437 Newspaper: 351,110 Radio: 18,000 TV: 2,548,382 (15%)
MI	1,309,908	100,000	761,735	3,824,065	940,963	1,381,879	150,000	1,249,200	—	*	Non-Matching Grants: 640,000 Info. Servicing: 1,355,250	Magazine: 667,580 Newspaper: 455,430 Radio: 488,030 TV: 1,713,025 Other: 500,000 (30%)
MN	1,059,650	924,200	881,516	1,018,484	405,000	149,500	15,000	697,000				Magazine: 152,585 Newspaper: 511,890 Radio: 40,845 TV: 313,164 (25%)
MS	213,000	200,000	120,000	170,000	57,000		25,000	25,000		750,000*		Magazine: 170,000 (None)
MO	610,871	201,313	808,000	1,901,500	254,640	118,500	112,000			65,782	Governor's Reserve: 152,000	Magazine: 50,000 Newspaper: 191,500 Radio: 465,000 TV: 1,100,000 Other: 95,000 (13%)
MT	287,137	92,432	32,000	676,180	184,682	121,569					Film Project: 66,000	Magazine: 584,180 TV: 92,000 (None)

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
NE	290,794	390,544	105,000	195,000	242,341	10,000		75,000				Magazine: 195,000 (None)
NV	389,180	819,138*	149,125	785,346	113,564	345,412		300,000			Other State Agencies: 418,249 Nevada Magazine: 347,999	Magazine: 377,929 Newspaper: 356,531 Radio: 50,886
NH	155,788	8,500*	Included	500,000	241,300	83,149	30,000	850,000		**	Share of NY Office: 25,550	NA
NJ	423,000	207,425	904,233	4,534,342	942,000	530,000	100,000	350,000	Included	100,000	Historic Sites: 50,000	Magazine: 221,652 Newspaper: 382,700 Radio: 1,145,500 TV: 2,626,300 Other: 158,190 (20%)
NM	304,500	235,800	60,150	341,450	221,100	49,900		640,000	*	230,000		Magazine: 341,450 (None)
NY	969,700	392,900	Included	16,612,900	*			3,000,000			Administrative Services: 273,332	
NC	598,171	555,676	0,214	2,495,000	460,982	71,858		255,000			Misc: 406,231	Magazine: 1,850,000 Newspaper: 645,000 (5%)
ND	200,000	40,000	5,000	115,000	50,000	135,000	10,000	75,000		40,000		Magazine: 100,000 Newspaper: 15,000 (None)
OH	695,000	612,003	429,000	1,782,177	433,997	171,780	50,000	300,000			Telemarketing: 600,000 Legislated Subsidy 200,000 Department Marketing: 300,000	(60%)

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent & Utilities)	----Advertising---- Production	Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
OK	1,494,519	411,722	82,500	900,000*	571,043	162,640	17,500	414,745		132,192		Magazine: 306,628 Newspaper: 91,245 TV: 349,270 Outdoor: 15,120 Other: 137,737 (6.5%)
OR	178,591	263,106	59,000	163,056	189,500	144,544	17,500			153,403	Museum Grants: 25,725	Magazine: 108,114 Newspaper: 30,942 Radio: 24,000 (20%)
PA	900,000	207,150	150,000	4,685,000	563,500	45,350	50,060	5,000,000		NA	Postage & Fulfillment: 263,000	Magazine: 960,000 Newspaper: 175,000 Radio: 400,000 TV: 2,800,000 Outdoor 150,000 Other: 200,000 (40%)
RI	333,000	58,000	85,000	573,000	160,000	23,000		67,000		12,000		Magazine: 213,000 Newspaper: 185,000 TV: 175,000 (None)
SC	1,294,350	583,882	359,916	1,278,413	469,101	219,671	*	1,200,000		40,000		Magazine: 486,627 Newspaper: 273,010 TV: 483,486 Other: 35,290 (None)
SD	525,000	122,027	85,000	715,000	471,000	12,714		85,000		8,850	Toll-Free Lines: 89,996 Postage: 85,913	Magazine: 100,000 Newspaper: 300,000 TV: 315,000 (3%)
TN	893,500	1,116,636	375,000	3,602,864	500,000	220,000	200,000	225,000		3,610,400	Direct Grants: 150,000	Magazine: 827,525 Newspaper: 71,139 Radio: 60,000 TV: 2,629,200 Other: 15,000 (3%)

See "Budget -- Comments" section for explanatory notes

BUDGET — 1986-87

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
TX HWYS					1,316,322					1,759,802		
TX TOUR	365,524	51,278	110,000	830,129		288,698	30,500					Magazine: 830,129 (None)
UT	392,177	216,164	Included	1,991,600	463,147	139,020	53,150	135,000	50,000	220,189	Special Opportunity Fund: 133,353	NA
VT	496,800	173,400	42,000	377,000	248,000	43,300	8,500	198,500	-	*	Information Grants: 23,200	Magazine: 185,000 Newspaper: 116,000 Radio: 35,000 TV: 35,000 Other: 6,000 (1%)
VA	1,408,924	540,325	473,000	2,477,000	50,000	97,500	50,000	NA		957,251		Magazine: 170,000 Newspaper: 292,000 TV: 2,015,000 (8%)
WA	Breakdown Not Avail.											
WV	761,864	346,500	168,269	280,262	200,000	117,296				*		Magazine: 59,257 Newspaper: 2,006 Radio: 5,000 TV: 145,505 Outdoor: 5,000 Other: 63,494 (5%)
WI	761,900	170,000	Included	2,500,000	208,000	114,200	20,000	120,000		135,000*	Advertising Response: 350,000	Magazine: 40,600 Newspaper: 794,600 Radio: 191,000 TV: 1,162,400 Outdoor: 311,400 (17%)

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
WY	489,090	425,971	193,723	1,476,435	326,588	121,190	60,033	347,000		116,334	Postage-Brochure Packets 244,286	Magazine: 429,797 Newspaper: 7,453 Radio: 250,830 TV: 663,060 Outdoor: 20,295 Other: 105,000
AS	204,000	44,000	50,000	46,000	4,000	50,000	30,000				Local Development Projects: 57,500	(None)
CM	447,000	75,000	5,406	31,710	27,900	495,884					Tourist Sites**: 117,100	Magazine: 31,710
GU	453,382	315,160	65,000	402,330	177,435	580,895	15,000				Development Fund: 261,405 Membership Dues: 463,741	Magazine: 254,430 Newspaper: 42,900 TV: 105,000

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase (Advertising Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
AL	1,497,366	$ 944,499	472,000	947,773 (24)	350,000	200,000	50,000	200,000		85,000	Special Grants: 765,000	Magazine & Newspaper: 417,773 TV: 530,000 (None*)
AK	734,600	618,200	673,000	4,393,900 (7)	624,100	1,065,700	164,000	375,100		140,000	Inquiry Fulfillment: 558,200	Magazine: 1,528,900 Newspaper: 135,000 TV: 2,366,000 Other: 364,000 (1%)
AZ	525,200	305,100	400,000	1,380,600 (21)	165,000	70,000	30,000	500,000				Magazine: 436,000 Newspaper: 30,000 TV: 700,000 Outdoor: 180,000 Other: 34,500 (None)
AR	1,075,853	269,478	33,390	643,000 (37)	297,550	33,500	26,000	332,763		41,790		Magazine: 475,820 Newspaper: 167,180 (None)
CA	383,000	339,000	550,000	4,775,000 (5)	30,000	150,000	45,000				Fulfillment, Marketing, Special Projects: 1,350,000	Magazine: 1,800,000 Newspaper: 200,000 Radio: 260,000 TV: 2,000,000 Other: 515,000 (15% est.)
CO	490,384	384,616	476,500	3,343,330 (12)	674,950	780,000	200,000			230,000	Fulfillment: 667,750 Other Marketing/ Advertising 1,450,170	Magazine: 921,700 Radio: 759,000 TV: 1,662,630 (None**)
CT	300,000	100,000	200,000	830,000 (29)	350,000	250,000	20,000		*	100,000		Magazine: 100,000 Newspaper: 155,000 TV: 575,000
DE	234,700	23,300	Included	150,000 (49)	102,000	264,400	50,000	392,000				Magazine & TV being determined (15%)

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production / Media Purchase (Advertising Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction / Operation	Other	Media Purchase Breakdown (Percent in-State)
FL	2,878,465	1,366,484	600,000 / 4,190,176 (10)	452,000	880,000	262,352		66,000	Other Capital Outlay: 28,074	NA
GA	*		275,000 / 1,470,000 (22)*							NA (15%)
HI	2,610,075	1,316,150	350,000 / 3,916,000 (11)	574,400	4,294,425	318,000			Meetings & Conventions: 232,850 Membership: 53,100	Magazine: 3,303,000 Newspaper: 177,000 Other: 436,000 (None)
ID	84,000	80,500	Included / 350,000 (42)	311,000	160,000	25,000	857,994*		Fulfillment, etc: 148,506	Magazine: 250,000 TV: 100,000 (None)
IL	1,035,242	234,100	Included / 10,000,000 (2)	823,800	1,677,100		6,721,800		Misc.: 7,958	NA
IN	228,287	110,000	Included / 868,000 (31)	307,000	294,000*	100,000	200,000 **	NA ***		Magazine: 108,000 Newspaper: 20,000 Radio: 40,000 TV: 700,000 (30%)
IA	429,526	80,000	Included / 248,507 (47)	125,000	173,500	25,000	75,000	12,500	Tourism Marketing Plan: 25,000 Mandated Projects: 280,500 Film Office: 21,000	Magazine: 58,507 Newspaper: 110,000 Other: 80,000 (None)
KS	396,171	32,964	242,897 / 49,840 (44)	170,000	180,759			39,700	Fee Fund Sale of Promotional Items: 110,000	Magazine: 29,840 Radio: 20,000 (80%)
KY	1,063,800	500,000	30,000 / 820,000 (33)	450,000	140,000	50,000	505,000	445,000		Magazine: 279,000 Newspaper: 74,000 Radio: 155,000 TV: 312,000 (28%)
LA	1,307,218	480,265	Included / 1,000,000 (30)	441,000	610,970	75,000	250,000	20,000 Incls. Major Repairs / 130,000*		Not yet determined (None)

See "Budget -- Comments" section for explanatory notes

BUDGET — 1987-88

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase (Advertising Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
ME	143,302	30,000	248,078	504,922 (36)*	302,065	115,000	70,000	75,000		282,633	Regional Dev. & Business Assist.: 335,000 Coop. New England Promotion (NEUSA): 50,000	Magazine: 132,937 Newspaper: 48,966 Radio: 53,624 TV: 269,395 (6%)
MD	594,146	273,398	80,000	989,252 (28)	450,385	106,955	17,500	289,670		623,000	Other Services: 156,303	NA
MA	400,000	200,000	1,484,300	3,515,700 (8)	955,000	95,000	2,228,524		145,448	1,150,000	Postage/ Handling: 500,000 Int'l Promotion: 650,000	Magazine: 372,197 Newspaper: 378,309 TV: 2,765,194
MI	1,537,419	276,908	735,000	4,165,000 (9)	1,192,158	427,745	178,800	1,249,000		*	Inform. Servicing: 1,127,370	NA
MN	1,323,800	1,041,020	848,380	1,403,000 (19)	475,000	155,500	15,000	590,000				Magazine: 100,000 Newspaper: 400,000 Radio: 45,000 TV: 480,000 Joint Adv: 130,000 Other: 248,000 (20%)
MS	210,000	220,000	135,000	175,000 (43)	100,000	10,000	25,000	25,000		780,000*		NA
MO	632,803	457,544	265,000	2,801,718 (13)	530,000	157,400	175,500			65,782	Governor's Reserve: 157,291	Newspaper: 257,806 Radio: 823,891 TV: 1,460,021 Other: 260,000 (9%)
MT	352,600	145,000	110,000	1,821,000 (20)	310,572	188,548	**				Pro-rated marketing funds for tourism regions/ CVB's: 927,145	Magazine: 600,000 Newspaper: 30,000 TV: 1,170,000 Outdoor: 21,000 (None)
NE	348,958	276,680	95,000	165,000 (45)	202,504	5,000		75,000				Magazine: 145,000 Newspaper: 20,000 (None)

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase (Advertising Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
NV	449,391	796,265 **	200,240	608,323 (34)	195,250	309,750	136,437	350,000			State Agencies: 609,004 Nevada Magazine: 282,603	Magazine: 231,780 Outdoor: 210,980 Other: 165,563
NH	173,239	10,500*	Included	600,000 (38)	240,000	217,479	39,971	580,000		**	Equipment: 8,317 Share of NY Office: 25,550	NA
NJ	383,000	207,000	904,233	4,668,400 (4)	807,942	530,425	100,000	350,000			Total Tourist Welcome Centers: 100,000 Historic Sites: 50,000	Magazine: 230,000 Newspaper: 501,000 Radio: 1,330,000 TV: 2,555,000 Other: 52,000 (20%)
NM	304,500	291,985	75,434	286,781 (41)	221,100	49,900		640,000	*	230,000		NA (None)
NY	1,034,400	410,900	Included	11,400,000 (1)	3,698,000			5,000,000				NA
NC	590,053	548,458	572,000	2,402,000 (15)	812,227	86,050		255,000	160,000	1,200,000	Misc.: 146,853	Magazine: 1,722,000 Newspaper: 680,000 (5% appx.)
ND	220,000	60,000	25,000	352,000 (40)	85,000	180,000	15,000	125,000		45,000	Tourism Film Production: 80,000	Magazine: 237,000 Newspaper: 50,000 TV: 40,000 Outdoor: 25,000 (11%)
OH	786,553	645,500	215,000	1,183,500 (26)	434,500	127,500	35,000	300,000			Legislated Subsidy: 1,275,000 Dept. Marketing & Fees: 860,000 Telemrktg: 500,000	NA (35-40%)
OK	1,483,523	446,774	165,000	935,000 (27)	709,544 **	155,655	18,127	414,745		131,985		Magazine: 350,000 Newspaper: 100,000 TV: 350,000 Outdoor: 20,000 Other: 115,000 (10%)

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production	Media Purchase (Advertising Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction	Operation	Other	Media Purchase Breakdown (Percent in-State)
CR	*		Included	250,000 (45)								NA
PA	300,000	Incl. in General Promotion	Included	5,729,400 (3)	260,000	196,000	145,000	5,500,000				NA
RI	450,000	85,000	144,000	710,000 (32)	175,000	50,000	30,000	80,000		140,000		Magazine: 260,000 Newspaper: 150,000 TV: 300,000 (None)
SC	1,330,278	590,020	283,000	2,162,000 (18)	605,000	315,000	100,000	1,200,000		40,000	800 No.: 200,000 Intern'l Tourism Promotion 155,000	Magazine: 700,000 Newspaper: 280,000 TV: 950,000 Other: 232,000 (None)
SD	579,000	168,027	85,000	715,000 (35)	471,000	12,714		85,000		8,850	Toll-Free Lines: 89,996 Postage: 85,913	Magazine: 100,000 Newspaper: 300,000 TV: 315,000 (3%)
TN	927,900	637,050	75,000	2,375,750 (17)	500,000	175,000	150,000	225,000		4,208,900	Direct Grants: 115,800	Magazine: 380,000 Newspaper: 75,000 Radio: 30,000 TV: 1,880,750 Other: 10,000 (2.5%)
TX HWYS					1,582,992				*	1,665,469 **	Other***: 194,813	
TX TOUR	626,000	200,000	Included	5,250,000 (6)		2,000,000	50,000				Inquiry Fulfillment: 200,000 Video Tape Production 200,000	Magazine: 785,500 TV: 4,464,500 ** (None)
UT	402,665	75,130	Included	1,672,300 (23)	595,200	158,745*	83,000	185,000	10,000	221,760	Special Opportunity Fund: 132,008	NA

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs (e.g. Travel, Rent, & Utilities)	----Advertising---- Production / Media Purchase (Advertising Rank)	Printing & Distribution	General Promotion	Research	Matching Funds Program	--Welcome Centers-- Construction / Operation	Other	Media Purchase Breakdown (Percent in-State)
VT	506,100	240,000	24,000 / 400,000 (39)	288,000	45,000	21,000	198,500		Information Grants: 23,200	Magazine: 40,000 Newspaper: 35,000 Radio: 29,000 TV: 300,000 Other: 5,000 (1%)
VA	1,518,924	540,325	226,500 / 2,733,598 (16)	50,000	97,500	115,500		1,007,251		Magazine: 660,605 Newspaper: 401,000 Radio: 254,311 TV: 1,417,682 (5.8%)
WA	**		Included / 450,000							
WV	769,234	493,000	Included / 245,000 (48)	200,000	82,607			*		NA (9%)
WI	908,900*	182,000	Included / 3,000,000 (14)	500,000	519,400	150,000	250,000	135,000 **	Advertising Response: 580,000 Film Office (excluding Salaries): 91,700	NA NA
WY	473,161	352,156*	66,800 / 1,338,249 (25)	393,740	100,000 **	16,870	247,000	2,400 / 167,600	Postage -- Brochure Packets: 265,487	Magazine: 443,249 Newspaper: 40,000 Radio: 100,000 TV: 650,000 Other: (Co-op & Trade) 105,000 (None)
AS	229,500	31,000	50,000 / 50,000	4,000	50,000	30,000			Local Development Projects: 41,000	Magazine: 40,000 Newspaper: 5,000 Radio: 5,000 (None)
CM	*									
GU	510,131	443,174	32,259 / 543,492	179,258	1,006,079	15,000			Special Events: 90,000 Community Development Fund: 115,500	Magazine: 449,786 Newspaper: 5,642 TV: 83,064 (None)

See "Budget -- Comments" section for explanatory notes

BUDGET — 1987-88 ADVERTISING

Promotion Budget Allocation 1987-88				Foreign Advertising Allocation 1987-88		
State	Budget for Solicitation of Conventions?	Budget for Participation in Travel Shows?	Number of Travel Shows State Will Participate in This Year	Total FOREIGN Promotion & Media Advertising Budget	Dollar Amount Allocated by MEDIUM	Dollar Amount Allocated by COUNTRY
AL	No	Yes	9	not determined at this time	not determined at this time	not determined at this time
AK	Yes This activity funded under matching grant programs	Yes	Yes (number not yet determined)	$676,000	Magazines: 314,900	Canada: 186,000 Germany/Austria/ Switzerland: 239,100 Japan: 223,400 Other countries: 27,500
AZ	No	Yes	15	35,000 incl. in media advertising	Magazines: 20,000 Other: 15,000 (Trade Show Promotion)	Canada: 20,000 United Kingdom: 10,000 Other countries: 5,000
AR	Yes	Yes	4	None	NA	NA
CA	No	Yes	NA	None	66.8%	NA
CO	No	Yes	No	None	NA	NA
CT	No	Yes	6	None	NA	NA
DE	No	Yes	5-7	19,000	NA	United Kingdom: 2,500 Japan: 2,500 Sweden & TIA POW WOW: 14,000
FL	Yes	Yes	NA	859,485	Magazines: 72,504 Radio: 8,427 CO-OPS: 625,468 Trade pubs.: 153,086	Canada: 566,430 Mexico/Latin Am.: 51,540 United Kingdom & Germany & France: 241,515
GA	No	Yes	8	100,000+	To Be Determined	To Be Announced
HI	Yes	Yes	97	2,881,400	Magazines: 1,810,000 Promotions: 455,000 Rep. Offices 208,400 Expo '88 408,000	Canada: 255,000 United Kingdom: 475,400 Japan: 1,260,000 Other countries: 891,000
ID	Yes	Yes	5	None	NA	NA
IL	No	Yes	6-8	None	NA	NA
IN	No	Yes	6	None	NA	NA
IA	NA	Yes	6	None	NA	NA
KS	No	Yes	5-7	5,000	Brochure, Travel Show: 5,000	United Kingdom: 1,500 Germany: 1,500 Japan: 1,000 All other countries: 1,000
KY	No	Yes	19	8,000	Magazines: 3,000 Travel & trade shows: 5,000	Canada: 3,000 United Kingdom: 3,000 Japan: 1,000 All other countries: 1,000
LA	No	No	No	Advertising: 96,000 Promotion: 337,060	Magazines: 81,000 Newspapers: 15,000	Canada: 24,000 Advertising 5,000 Promotion United Kingdom: 12,500 Adv. 15,000 Promotion Germany: 7,000 Adv. France: 52,500 Adv. 195,000 Promotion Japan: 78,000 Promotion Others: 44,060 Promotion

See "Budget -- Comments" section for explanatory notes

Promotion Budget Allocation 1987-88				Foreign Advertising Allocation 1987-88		
State	Budget for Solicitation of Conventions?	Budget for Participation in Travel Shows?	Number of Travel Shows State Will Participate in This Year	Total FOREIGN Promotion & Media Advertising Budget	Dollar Amount Allocated by MEDIUM	Dollar Amount Allocated by COUNTRY
ME	Yes	Yes	Approx. 10	To be determined	TV: 17,595 Other: 25,000 (NEUSA Co-op ads)	Canada: 17,595 (1st 2 Quarters) Rest to be determined
MD	No	Yes	20	8,000	NA	NA
MA	No	Yes	Yes	400,000	Magazines: 50,000 TV: 100,000 Brochures: 50,000 Public relations: 60,000 Trade Shows: 40,000 Tour Packages: 100,000	Canada: 75,000 United Kingdom: 200,000 Germany: 30,000 France: 30,000 Japan: 100,000 All other countries: 25,000
MI	No	No	NA	None	NA	NA
MN	Yes	Yes	14	10,000 USD	Trade Magazines: 100%	Canada: Handled w/ Domestic Budget United Kingdom: 4,000 Germany: 3,000 Japan: 2,000 Others: 1,000
MS	Yes	Yes	3	None	NA	NA
MO	Yes	Yes	10	None	NA	NA
MT	Yes	Yes	8	350,000	Magazines: 70,000 TV: 200,000 Outdoor: 30,000 Direct Sales, Japan: 50,000	Canada: 300,000 Japan: 50,000
NE	No	No	None	NA	NA	NA
NV	No	Yes	30-35	7,000 (FY 87)	Magazines: 7,000	Canada: 7,000
NH	No	Yes	unknown at least 6	not available (Canada & Europe)	NA	NA
NJ	No	Yes	Approx. 6	15,000	Support of Tourism Office 10,000	Canada: 15,000
NM	No	Yes	6-8	NA	NA	NA
NY	No	Yes	12-15	Cooperative Program with PAN AM--$100,000 (approx.)	NA	NA
NC	Yes	Yes	Appx. 10	15,000 appx.	Magazines: 1,722,000 Radio: 680,000	Canada: 40,000
ND	No	Yes	10	75,000	Newspapers: 75,000	Canada: 75,000
OH	No	Yes	14	25,000	NA	NA
OK	Yes	Yes	16	15,000	Magazines: 15,000	Canada: 7,500 United Kingdom: 7,500
OR	No	Yes	5	unknown	unknown	unknown

See "Budget -- Comments" section for explanatory notes

— Promotion Budget Allocation 1987-88				Foreign Advertising Allocation 1987-88		
State	Budget for Solicitation of Conventions?	Budget for Participation in Travel Shows?	Number of Travel Shows State Will Participate in This Year	Total FOREIGN Promotion & Media Advertising Budget	Dollar Amount Allocated by MEDIUM	Dollar Amount Allocated by COUNTRY
PA	Yes	Yes	15	Unknown	Unknown	Unknown
RI	No	Yes	6	25,000	NA	NA
SC	Yes	Yes	24	240,000 est.	NA	NA
SD	Yes	Yes	9	None	NA	NA
TN	Yes	Yes	11	43,500	Magazines: 12,000 TV: (Canadian - Cannot provide amount)	Canada: 18,500 United Kingdom: 14,000 Germany: 1,000 Japan: 10,000
TX HWYS	No	No	None	None	NA	NA
TX TOUR	No	Yes	8	Unknown	NA	NA
UT	No	Yes	NA	NA	NA	NA
VT	No	Yes	2	89,000	Newspapers: 10,000 TV: 31,000 Other: 48,000**	Canada: 88,000 United Kingdom: 1,000
VA	Yes	Yes	18	300,000	Magazines: 300,000	United Kingdom: 100,000 Germany: 100,000 France: 20,000 Japan: 80,000
WA	No	Yes	7	NA	NA	NA
WV	Yes	Yes	NA	None	NA	NA
WI	No	Yes	NA	30,000	NA	NA
WY	No	Yes	Yes	75,000 (Promotion)	NA	Canada: 5,000 Mexico: 2,000 United Kingdom: 11,000 Germany: 10,000 France: 2,000 Japan: 15,000 All other countries: 30,000
AS	No	Yes	4	50,000	NA	NA
CM	*					
GU	No	Yes	23	1,872,277	Magazines: 449,786 Newspapers: 5,642 TV: 88,064 Other: 525,697 (local and overseas promotions, media fam tours, public relations)	Canada: 3,000 United Kingdom: 6,000 Germany: 46,400 Japan: 1,235,937 All other countries: 425,000

State	Explanatory Notes
AL	*State law prohibits expenditures of state-appropriated funds for advertising within the state.
CO	*Taxes are on lodging, restaurants, attractions, skiiing, and ground transportation. **The in-state market will be addressed through a combination of advertising, promotions, and public relations. A total of $300,000 is dedicated to this effort and is included in the section "Other Advertising/Marketing."
CT	*$250,000 capital funds dedicated to welcome center construction for 1986-87. **$400,000 capital funds dedictade to welcome center construction for 1987-88.
DE	*The $6,100 for General Promotion includes other administrative costs.
GA	*Complete breakdown for 1987-88 not available. **Estimated figures. The 1987-88 projected advertising budget may be as high as $1,900,000.
ID	*Includes $42,000 for winter co-op program.
IL	*Complete breakdown for 1986-87 not available. This breakdown has been reprinted from the 1986-87 projected budget reported in the previous year's survey.
IN	* General Promotion - includes national toll-free line. ** Matching Funds - separate budget appropriation. *** Welcome Center Operation/Construction is included in the Dept. of Highways budget - yet is a tourism-directed expenditure and program.
LA	*Welcome Center Operation includes utilities, travel and supplies; salaries and wages of $601,000 are included in Personnel Services.
ME	*Advertising figures do not apply through the end of fiscal year 1987-88 because a new contract will be approved in January, 1988.
MD	Our budget is submitted to the Maryland General Assembly for approval by the legislature each January and becomes effective July 1 of each year.
MA	*Localities have an option to add up to 4% on top of the state rate and to keep the proceeds.
MI	Welcome Centers are operated by Michigan's Department of Transportation.
MS	*Welcome Center Operations figure includes personnel services for 39 positions, travel for those positions, and some brochure printing.
MT	$927,145 will be passed through to tourism regions on a prorated basis of accommodation tax collected in various regions. *The total 1987-88 budget includes $250,000 in private funds. **Research is funded through the University of Montana.
NV	*Includes approximately $600,000 which will carry forward to fiscal year 1988. **Includes a reserve of $338,411.
NH	*Overhead costs are not in the Tourism budget. Reported figures are for travel only. **Welcome Centers are not covered under the Tourism budget.
NM	*Welcome Center Construction is a separate capital outlay.
NY	*The 1987-88 total budget amount has been approved by the state legislature for tourism development. The breakdown has been estimated in these categories.
NC	*The 1987-88 budget total includes $160,000 for construction and $1,200,000 for operation of Welcome Centers, which do not come under the Travel budget.
OH	The Great Lake states of Ohio, Illinois, Indiana, Michigan, Minnesota and Wisconsin each contribute $15,000 a year to bring the Great Lakes to the attention of foreign tour operators and travel agents.
OK	*Media Purchase does not include $105,000 of trade advertising with media which is appropriated separately. **Includes $160,000 for printing of state magazine.
OR	*Complete breakdown for 1987-88 not available. The Tourism Division's newly-appointed director was in the process of reallocating the 1987-88 budget at the time this survey was completed.

State	Explanatory Notes
SC	*Research is not is the Tourism budget.
TX HWYS	As a division of the State Department of Highways & Public Transportation, the budget is derived from the same sources that support the department, which are constitutionally committed highway-user revenues, plus some additional general revenues. * An additional $1,444,000 is a separate line item in the Department budget for Tourist Bureau Construction. ** Figure is for Tourist Bureau Operation and Administration. *** Other categories are tourism publishing administration - $92,521; tourism automation - $71,842; and audio/visual - $30,450.
TX TOUR	*The 1987-88 budget total is a rough estimate. It includes $ 1,942,918 appropriated from the State's General Fund. The majority of the budget will come from a new room occupancy tax, supplying an estimated $ 6 - 8 million in revenue, to be allocated monthly. The 1987-88 budget breakdown is tentatively based on the estimated total budget. **The media breakdown has been estimated. Other media are being considered, including newspaper and radio. ***The foreign advertising allocation includes $ 100,000 in media purchase (trade magazines) and $ 200,000 in overseas promotion.
UT	*The General Promotion figure includes $11,300 allocated for foreign trade shows.
VT	Budget includes operation of information center in Canada. *Welcome Center Operation is included in Other Administrative Costs.
WA	*Gas tax revenues undergo a separate appropriation and allocation process through the transportation committee. **Breakdown for 1987-88 budget is not available.
WI	Foreign promotion includes participation in Great Lakes States USA, a regional group including 6 states. Efforts are targeted at the United Kingdom, Germany and Japan. *Personnel Services includes $844,600 for permanent; and $64,300 for seasonal employees. **Welcome Center Operation figure is for rent.
WY	* Includes travel for administrative purposes. ** This figure includes travel costs for general promotion (staff & guests).
CM	*Breakdown for 1987-88 not available -- the budget for the subsequent year is usually approved one month prior to that fiscal year. **Other costs includes maintenance, improvement and development of tourist sites.
GU	Personnel Services, Other Administrative Costs and foreign promotion allocation for Japan include Japan Office branch staff and operations.

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries
AL	Alabama! The State of Surprises!	None	None	Alabama Hospitality & Tourism Conference	April	In-state: 800-392-8096 Out-of-state: 800-ALA-BAMA
AK	Once you've gone to Alaska, you never come all the way back.	None	Frankfurt, Germany Tokyo, Japan	Alaska Visitors Association Annual Conference	October	None
AZ	Arizona, If you knew it, you'd do it.	None	None	Annual Arizona Governor's Tourism Symposium	January	None
AR	Arkansas. . . The Natural State	None	Brussels, Belgium (Industrial only)*	Governor's Conference on Tourism	March	In-state: 800-482-8999 Out-of-state: 800-643-8383
CA	The Californians Discover the Californians	None	None	Governor's Conference on Tourism*	March	800-TO-CALIF
CO	Colorado. And no place else.	None	None	Colorado Tourism Conference	April	800-433-2656
CT	CLASSIConnecticut The Pride of New England	New England Vacation Center* New York City	Frankfurt, Germany, Tokyo, Japan	Governor's Conference on Connecticut Tourism	March	In-state: 800-842-7492 Out-of-state: 800-243-1685 (ME-VA only)
DE	Delaware, Small Wonder All the places you'd rather be.	None	None	Governor's Conference on Tourism	TBA	In-state: 800-282-8667 Out-of-state: 800-441-8846
DC	Washington is a Capital City	None	None	None	NA	800-422-8644
FL	TBA	None	Toronto, Canada London, England Frankfurt, Germany Latin America	Florida Governor's Conference on Tourism	September	None
GA	Georgia on my mind	None	Brussels, Belgium Tokyo, Japan Toronto, Canada Seoul, Korea	Georgia's Governor's Tourism Conference*	September	1-800-VISIT GA
HI	The Hawaiian Islands: Where The World Wants To Be	Regional Offices: New York Chicago San Francisco Los Angeles Convention Office: Washington, DC	Tokyo, Japan Hong Kong Australia New Zealand England Canada	1984 Governor's Tourism Conference	December	None
ID	Idaho, the Great Get Away "Idaho, Dicover the Undiscovered America"	None	None	Governor's Conference on Tourism	May	Out-of-state: 800-635-7820
IL	Illinois, You Put Me in a Happy State.	None	Brussels, Belgium San Paulo, Hong Kong Osaka, Japan	Governor's Conference on Tourism	May	800-223-0121
IN	Wander Indiana	None	Tokyo, Japan London, England	Lt. Governor's Conference on Tourism	January/ February	1-800-2-WANDER

See "General Promotion -- Table 2" for explanatory notes

GENERAL PROMOTION — TABLE 1

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries
IA	Iowa, Come Explore the Heartland Discover Iowa's Treasures	None	Frankfurt, West Germany Hong Kong Tokyo, Japan	Iowa Conference on Tourism	October	800-345-IOWA
KS	Ah! Kansas "America's Central Park" "Linger Longer"	None	None	Governor's Conference on Tourism	May	None
KY	Pure Kentucky	None	None	Fall Travel Conference	October	800-225-TRIP In- and out-of state, also Ontario and Quebec provinces of Canada
LA	Louisiana, We're Really Cookin'	None	None	Governor's Conference on Tourism	October	Consumer: 800-33-GUMBO Travel Industry: 800-227-4FUN
ME	Maine, The Way Life Should Be	New England Vacation Center New York City	None	Governor's Conference on Tourism	October	800-533-9595*
MD	Maryland . . . More than You Can Imagine	None	None	Governor's Tourism Conference	October	800-331-1750 Operator 250
MA	The Spirit of Massachusetts is the Spirit of America	New England Vacation Center New York City	Tokyo and London, in cooperation with the Mass. Port Authority	NA	NA	800-624-MASS (nationwide)
MI	YES M!CH!GAN	None	Brussels, Belgium Tokyo, Japan	Governor's Conference on Tourism	April	800-5431-YES* Seasonal information: (recordings) In-state: 800-292-5404 Out-of-state: 800-248-5708
MN	Explore Minnesota	None	None	Minnesota Tourism Conference	February	In-state: 800-652-9747 Out-of-state: 800-328-1461
MS	Mississippi: More Than A River	None	None	Governor's Conference on Tourism	January	800-647-2290 Events Hotline*: 800-822-6477
MO	Wake Up to Missouri	None	Japan Germany	Missouri Tourism Conference	October	None
MT	Montana Naturally Inviting!	None	None	Governor's Conference on Travel	May	Out-of-state: 800-548-3390
NE	Celebrate Nebraska	None	None	Annual Governor's Travel Industry Conference	February	In-state: 800-228-4307 Out-of-state: 800-742-7595
NV	Nevada's Got It. Come and Get It	Tokyo	Tokyo	Governor's Conference on Tourism	November	800-237-0774

See "General Promotion -- Table 2" for explanatory notes

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries
NH	Bring the Family	New England Vacation Center New York City	None	New Hampshire Travel Council Annual Governor's Conference on Tourism	During National Tourism Week each year in May	Out-of-state: 800-258-3608*
NJ	New Jersey and You . . . Perfect Together	None	Canada	Governor's Conference on Tourism	Spring	None
NM	New Mexico USA, Land of Enchantment	None	None	None	NA	Out-of-state 800-545-2040
NY	I Love New York	None	London, England Toronto, Canada Montreal, Canada Tokyo, Japan	I Love New York Tourism Conference	Fall	800-CALL-NYS
NC	Variety Vacationland	None	None	Governor's Conference on Travel & Tourism	April	800-VISIT NC
ND	Discover the Spirit	None	None	Conference on Tourism	January	In-state: 800-472-2100 Out-of-state: 800-437-2077
OH	Ohio. . . The Heart of It All	None	Belgium Japan Africa	Ohio Travel Association Conference (Private sector)	October	National: 800-BUCKEYE
OK	Discover Oklahoma! America's Frontier Lake State	None	None	Governor's Tourism & Recreation Industry Conference	Mid-November *Moved from traditional month of March	800-652-OKLA
OR		None	None	Governor's Tourism Conference	April	Out-of-state: 800-547-7842 In-state: 800-233-3306
PA	You've Got A Friend in Pennsylvania	None	United Kingdom Canada	Governor's Conference on Travel	September	Consumers: 800-847-4872 Trade only: 800-237-4363
RI	America's First Resort	New England Vacation Center New York City	Antwerp, Belgium	Governor's Conference on Tourism	May	Out-of-state: 800-556-2434*
SC	Smiling Faces -- Beautiful Places	None	Frankfurt, W. Germany London, England Zurich, Switzerland	South Carolina Governor's Conference on Travel	February	Yes
SD	Best Route West	None	None	Governor's Tourism Conference	Late January	In-state: 800-952-2217 Out-of-state: 800-843-1930 Fish & Snow: In-state: 800-445-3474 Out-of-state: 800-445-3474
TN	Tennessee Sounds Great	None	None	Governor's Conference on Tourism	September	Various*
TX HWYS	Texas -- The Friendship State	None	None	Texas Travel Counselors Conference	April	None
TX TOUR	Have a Big Time in Texas	None	None	Texas Travel Summit	September	1-800-886-8TEX

See "General Promotion -- Table 2" for explanatory notes

GENERAL PROMOTION — TABLE 1

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries
UT	The Greatest Snow on Earth Best of the West	None	Brussels, Belgium Tokyo, Japan	Tourism Section Governor's Conference on Economic Development	February	None
VT	Vermont. A Special World	New York City	Montreal, Canada	Vermont Travel Conference	November	Used seasonally; not year round
VA	Virginia Is For Lovers	New York City	United Kingdom Germany	Governor's Travel & Tourism Conference	January	800-VISIT VA
WA	Washington State. It's a real experience	None	Tokyo, Japan	Team Washington Tourism Conference	October	1-800-544-1800
WV	America's Best Kept Secret	None	None	WV Conference on Tourism	October	800-CALL WVA In/Out-of-State
WI	Escape to Wisconsin	Chicago	Frankfurt, West Germany	None	NA	800-ESCAPES*
WY	Find Yourself in Wyoming	None	None	Wyoming Governor's Conference on Tourism	May	Out-of-state: 800-225-5996
AS	Come Share Our World	None	Sydney, Australia	None	NA	None
CM	The Western Pacific's Exciting New Star and Micronesia's Sunbelt	None	Germany	None	NA	None
GU	Gateway to Micronesia	Vista, CA	Tokyo, Japan Taipei, Taiwan Aachen-Kornelimunster West Germany	PATA Micronesia Chapter Annual Membership Meeting	July	Outside California: 800-348-0842 In California: 800-843-8956 From Canada: 800-527-5228

See "General Promotion -- Table 2" for explanatory notes

GENERAL PROMOTION — TABLE 2

State	Explanatory Notes
AR	*This is operated by the Arkansas Industrial Development Commission.
CA	*We endorse the Western Tourism Conference, sponsored by the Western Association of Convention & Visitors Bureaus.
CT	*We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion under the auspices of New England Governors' Conference and a continuing effort to attract movie and television program production. Establishment of CT Film Commission by state legislature and employment of director of film location services. An additional $4.5 million support for tourism promotion comes from 18 municipal tourism districts.
DC	New toll-free number for brochures on hotels, attractions is 1-800-422-8644.
IN	80,000 calls received January 16-December 31, 1986.
LA	Both numbers are for out-of-state callers only.
ME	*Limited to fall and winter seasons. Northeast only, for foliage and ski reports. Was also used for specific response material.
MD	For tourist inquiries only.
MI	*Toll-free service available to all 48 continental states as of 4/86.
MN	Minnesota utilizes a toll-free telephone response service in Omaha, NE, for TV and some print responses.
MS	We have instituted an "Events Hotline" for Mississippi and contiguous states which will provide calendar of events information on a weekly basis.
NH	*For Maine, Vermont, Connecticut, Massachusetts, Rhode Island, New York and parts of New Jersey only. This telephone, as well as a 24-hour taped toll number (603-224-2525) is currently used to give events of the week in New Hampshire. In autumn, it gives status of the foliage statewide and in winter, ski conditions are given -- all on 24-hour tape. In the event of a gas crisis, gas availability for New Hampshire is given live.
NY	*All of the United States.
NC	Toll-free number is accessible in the continental United States, plus in Canada during Canadian advertising program.
OH	800-BUCKEYE, our toll-free travel information number serving the 48 continental United States, was expanded in April 1984 to meet the needs of state's "Ohio..: The Heart of It All" campaign. A major component of this year's advertising campaign is the Ohiopass Discount Card and Book. The Buckeye Action Response Center is equipped with trained travel counselors and video terminals (CRT's) dispensing information on every Ohio attraction, including directions, admission prices, hours of operation and additional details. The 22 phone lines accommodate the Center's consumer demand. Callers may receive along with the Ohiopass Discount Card, a Getaway Travel Planner, Calendar of Events, an Ohio map, and any other requested collateral material produced by the private sector at no cost. Hours of operation are: Monday thru Friday 8 am - 9 pm, and weekends 9 am - 6 pm.
OK	*A national toll-free number. The telephones are manned during office hours providing traveler information and answering responses to our advertising campaigns.
RI	*Maine through Virginia except Rhode Island.
SC	A toll-free number was used during the fall TV and print campaign.
SD	South Dakota maintains a special toll-free number for fishing and snow information.
TN	1986-87 advertising carried toll-free numbers contracted with a telemarketing service. Different numbers were used to enable source tracking. The numbers are for ad response only and not for general information inquiries.
TX Tour	The out-of-state inquiry line was established to fill requests for state travel information.
WA	To request travel planner only.
WV	Toll-free number is used for tourist information, state park reservations and ski reservations.
WI	*Covers Wisconsin and surrounding states of Minnesota, Michigan, Northern Illinois and Iowa. Also, utilize telemarketing service for advertising.
GU	Representative Offices: North America Trip N Tour of Micronesia 137 Jefferson Street Vista, CA 92084 China Express (Taiwan) 68 Chung Shan Nt. Rd. Sec. 2, Taipei, Taiwan Representative: Mr. Philip Niu Phone: (886) 571-6585 Dr. Dudder Reisen Korneliusmarkt 10 D-5100 Aachen-Kornlimunster West Germany Representative: Dr. Heinz-Dietrich Dudder Phone: 02408/20 48

State	Name of Public Relations or Press Information Officer	Majority of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of Press or Travel Writers Taken on Tours of State in 1986	How Many Estimated for 1987?
AL	Sara Redding Communications Supervisor	Yes	Alabama Travelgram	Quarterly	None	None
AK	Vacant Information Officer	Yes	Alaska Travel Today	Bi-monthly	71	70
AZ	Anita Turnbow Public Relations Manager	Yes	Arizona	Quarterly	75	85
AR	Tyler Hardeman Editorial Director	Yes	Arkansas: The Natural State News	Quarterly	15	40
CA	Fred Sater Communications Manager	Yes	Insights	3 times/yr.	30	3
CO	To be determined	60/40	Board Bulletin	6 times/yr.	25	30
CT	Barbara Beeching Public Information Officer	Yes	None	NA	35	40
DE	Gigi Dux	Yes	Tourism Industry New	Quarterly	20	25
DC	Thomas Murphy	Yes	Communicator	Bi-monthly	NA	6
FL	Jan Tully Domestic Rosetta Land, International	Yes	None	NA	30	8 FAM trips
GA	Hanna Ledford Deputy Commissioner for Tourism	Yes	Tourism Talk...	Monthly	80	100+
HI	Marcie Caroll Director of Communications	Yes	Hawaiian Beat	Monthly	100	170
ID	Georgia S. Smith	Yes	Idaho Travel Council Newsletter	Bi-monthly	75	50
IL	Lynda Simon	50/50	Tourism News	Quarterly	60 (avg)	60-100
IN	Susan Lindner Deputy Director	Yes	In Travel Notes	Quarterly	13	3
IA	Bob Boyd Manager	No	Outlook	Quarterly	None	None
KS	None	No	Ah, Kansas	Every other month	1	5-10
KY	Jim Carroll Media Coordinator	No	Kentucky Tourism Federation newsletter*	Quarterly	10	12
LA	Charley Fisher Jerel Giarrusso	Yes	Travel Journal	Monthly	NA	NA
ME	Mary Garcelon	Yes	Maine Developments	Quarterly	50	100*

See "Press & Public Relations -- Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS — TABLE 1

State	Name of Public Relations or Press Information Officer	Majority of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of Press or Travel Writers Taken on Tours of State in 1986	How Many Estimated for 1987?
MD	Frank Kelly Information Officer	Yes	Maryland Travelgram	Monthly	40	35
MA	Jonathan Hyde	50/50	The Spirit	Bi-monthly	NA*	NA*
MI	Al Sandner Director of Communication	Yes	Travel Michigan	Monthly	150	150
MN	Bonnie Richter Communications Manager	No	Minnesota Travel Minute	Every 3 Weeks	20	20
MS	Ginger Croce Assistant Tourism Director	Yes	MS Tourism Update	Monthly	12	15
MO	Steve Kappler Public Information Officer	No	Missouri Newsletter	Monthly	6	6
MT	Steve Shimek Publicity Coordinator	Yes	None	NA	30	30
NE	Todd Kirshenbaum	No	Nebraska Economic Developments	Monthly	10	7
NV	Richard Moreno	Yes	NA	Monthly	NA	15
NH	Ann Kennard Assistant Director Public Relations	Yes	New Hampshire Travel Council Newsletter*	Quarterly	NA	NA
NJ	Amy Collins Director, Public Information	No	NJ Byline	Quarterly	10	12
NM	Mike Pitel Travel Writer/ Editor	Yes	NA	NA	16	16
NY	Bern Rotman Director, Bureau of Communi-cations	50/50	Horizons	Bimonthly	40*	45*
NC	David Little Communications Director	Yes	North Carolina Travel Report	Quarterly	Unknown	Unknown
ND	LaRue Laub Assistant Tourism Director	Yes	Inside Tourism	10/year	0	20
OH	Tim Moore Manager of Public Relations and Communications	Yes	The Buckeye Line	Quarterly	20	100
OK	Lynette Lambert Adv./Promotions Manager	No	Oklahoma Tourism News	Quarterly	25	30
OR	Mary Volm Public Information Officer, Economic Development Department Manager	Yes	NA	Bi-monthly	5	5

See "Press & Public Relations -- Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS — TABLE 1

State	Name of Public Relations or Press Information Officer	Majority of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of Press or Travel Writers Taken on Tours of State in 1986	How Many Estimated for 1987?
PA	Deborah Hickok	Yes	Between Friends	10/year	8	10
RI	Lauri White	Yes	Bed-Line	Quarterly	20	25
SC	Cherie Rad Manager of National News & Information	Yes	S.C. Travel Talk	Quarterly	32	25
SD	Jan Clark Editor & Daria Bigler P.R.	Yes	Travel News	Monthly	45	45
TN	Don Wick Director of Information Services	No	Tennessee Tourism News	Bi-monthly	30	30
TX HWYS	Richard H. Pierce Editor Tourist Literature	No	Texas Travel Log	Monthly	NA	NA
TX TOUR	O. C. Garza Chief of Media Relations	No	TBA	Monthly	45	50
UT	Joe Rutherford	Yes	Utah Traveler	Quarterly	10	8-10
VT	William Braun Information Officer	Yes	No	NA	7*	9*
VA	Martha W. Steger	Yes	Virginia	Monthly	27 Travel Writers 3 Writer Tours	NA
WA	Tom Stilz Travel Media Specialist Carrie Wilkinson Special Promotions Coordinator	Yes	Director's Update	Monthly	25	20
WV	Becky Kimmons Information Representative	Yes	NA	Quarterly	32	40
WI	Gary Knowles	No	Escape to Wisconsin	Quarterly	4	6
WY	Elayne Wallis Public Information Officer	Yes	Travelog	Monthly	60	60
AS	John Pereira	Yes	None	NA	NA	NA
CM	None	Yes	Marianas Visitors Bureau Newsletter	Quarterly	60	70
GU	Dorothy M. S. Perez	No	Visita Guam News	every 2 mos.	20	40

See "Press & Public Relations -- Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS — TABLE 2

State	Explanatory Notes
AL	The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabama and Alabamians may realize the full potential of tourism's contribution to the state's economy and its quality of life. Tourism-related businesses during 1986 generated $4 billion within the state, making it Alabama's largest single industry and providing employment for more than 76,000 Alabamians. The bureau's continuing development of tourism will result in more jobs for Alabamians, a more flourishing state economy, and the upgrading of cities, townships, and tourist sites throughout the state. The bureau's record setting rate of return on investment in 1986 -- $3 million invested--generated $4 billion in economic impact.
AR	Annual promotion tours or "blitzes" are held by the Department of Parks and Tourism in conjunction with the Arkansas Tourism Development Foundation. These are bus, train, or plane trips to a city considered key to the Arkansas travel market. A reception and dinner for media people, tour brokers and community leaders is a main feature along with personal call on many of these people.
CA	Office coordinates FAM tours for media upon request. Media FAM tours of California regions is part of public relations firm functions (Manning, Selvage & Lee, Inc.).
CT	Normally, we recruit travel writers from the eastern half on the United States.
DE	We bring in travel writers individually for the most part.
FL	Publicity sections are involved in media familiarization tours, media development missions, special sections and collateral productions and assistance which includes feature story production and itinerary development.
GA	*We participate in, but do not sponsor Georgia's Governor's Tourism Conference.
IN	13 media representatives from Mexico and Venezuela toured athletic facilities/sites for Pan Am Games.
KY	*Our agency provides much of the information in this newsletter, but we do not actually publish it.
ME	*Maine does custom tours for scores of individual journalists. Organized group familiarization tours are conducted for travel agents, tour operators and meeting planners.
MA	*Several planned in conjunction with tourist councils.
MO	As budget allows, the Division of Tourism is expanding its press and public relations staff/services.
MT	Press relations include: (1) Winter fam Trips (2) Responding to winter requests (20/week) (3) Personal contact with editors (1/yr.)
NH	*The newsletter is published by the New Hampshire Travel Council, of which we are a member. We are able to place pertinent information in the newletter, which is circulated to oranizations involved in New Hampshire tourism, including the New Hampshire legislature. Rather than formalized FAM trips (except for international writers), we try to meet the needs of individuals or group setting schedules and timing to meet their individuals needs. Following recommendations from private industry, an assistant director position became a publicity position, with full-time work on press relations, publicity and Film Bureau work. The Office of Vacation Travel conducts a "Top of New England" FAM tour with the State of Vermont each spring for tour operators from throughout the US and Canada. The Office of Vacation Travel is an active participant in the private industry organization, New England USA Foundation (NEUSA), which promotes New England in the domestic market outside our regular state-budgeted markets, and in the international market.
NY	We retain public relations firms in New York and London. An extensive collateral program is produced in-house. The Department issues frequent I LOVE NEW YORK press releases, highlighting current developments, programs and travel activity reports. *Individual and/or groups.
OH	A public relations program has been developed to support and maximize the efforts of the major marketing campaign, "Ohio...The Heart of It All." The PR plan developed includes a speaker bureau media relations on an onoing basis to television and radio stations regionally, nationally and internationally, a travel writers program including scheduled familiarization tour, photography and travel feature story availability. Additonally, an ongoing series of carefully edited publication plus special events contribute a continual flow of information to the travel industry and to the public at large. The public relations portion of the marketing program is coordinated in tandem with the paid media exposure. An aggressive travel writers program has been developed to familiarize writers with the diversity of travel opportunities available in Ohio. Familiarization (FAM) tours take place throughout the year to showcase Ohio as "the heart of it all." An onoing relationship has been developed with both in-state and out-of-state electronic and print media to support our paid advertising in those markets. Press kits are available for travel writers and other media outlets at all times. High-quality photographs are available for the majority of travel attractions around the state. Videotapes of promotional materials also exist. We supply feature stories each month about destinations and events in Ohio. Mailing lists are maintained for all media contacts. Speakers trained the discuss Ohio's attractions are available with free brochure materials to accompany the discussion. Media Blitzes are conducted on statewide, regional, and national levels. 50 to 100 electronic and project status report informs travel-related interests of Ohio news, while a seasonal calendar of events and annual Press Preview are available to the public and group tour market.
OK	Media support of the department's programs has always been excellent. A successful M.C.S.A. program has been initiated with the Oklahoma Association of Broadcasters, and public service announcement frequency has increased dramatically. A similar program with the Press Association is underway. News releases and a quarterly newsletter are produced by the department, and programs for expanding the length and frequency of feature articles produced for statewide and regional publication have already been initiated. FAM tours for regional and national travel writers are planned during 1987-88.

State	Explanatory Notes
SD	A key effort of South Dakota tourism is hosting outdoor and travel writers, AAA counselors, tour operators; and a new emphasis is being placed on conventions and film production companies.
TN	In addition to standard news releases, the Tennessee Department of Tourist Development also produces a weekly camera-ready article concerning an area, attraction, city or event. These articles are designed primarily for newspaper use.
TX TOUR	The Division's goal is to coordinate one Fam tour per month in 1988. These one week tours are co-sponsored by hosting cities, and are offered to foreign and domestic travel writers, AAA counselors, and other representatives of travel service industries.
VT	*Handled by private sector through matching grant program.
WA	Emphasis on providing resource information; production and loan of photoraphy; development and distribution of feature stories; creating press kits and designing itineraries for travel writers; and consultation and faciliation with in-state tourism organizations and associations on the development of effective public relations.
CM	The Managing Director coordinates the activities for public relations.

RESEARCH — TABLE 1

State	Staff Member Responsible for Travel Research	Is This His/Her Full-time Responsibility?	College/University Faculty Member (Cost)	Other Travel Research Activity		
				Employee In Another State Government Agency?	Research Group Employed in Past 12 months	Cost of Research
AL	Leigh Cross Research Assistant	No	Dr. James W. Adams Department of Mktg. & Transportation Auburn University	None	None	$ 35,000
AK	Mary Klugherz Marketing Coordinator	No	None	None	FY 86-87 The McDowell Group GMA Research Corp. Nikkei Research Inc. Tokyo Marplan - Germany	$ 289,800 $ 45,000 $ 46,000 $ 67,500
AZ	Chuck Kupick	Yes	None	None		$ 30,000
AR	Charles McLemore Travel Research Director	Yes	None	None	US Travel Data Center	$ 11,325
CA	Tiffany Bousseloub Senior Development Specialist, Office of Tourism	No	None	Office of Economic Research, Dept. of Commerce	US Travel Data Center	$ 20,000
CO	Don Merrion	Yes	None	None	Agency Contacts/ US Travel Data Center	$ 200,000
CT	Travel Director, CT Dept. of Economic Development	No	None	NA	David-Peterson, New York	$ 30,000
DE	Catherine Wheeler	No	None	None	US Travel Data Center University of Delaware	$ 50,000
DC	None	NA	None	None	None	NA
FL	Barry E. Pitegoff Director of Marketing Research	Yes	None	None	1987-88 Rife Marketing Research Miami, FL Davidson-Peterson Maine Solumar Montreal, Canada Market Facts Washington D.C. MGT. Tallahassee, FL	$ 86,088 $ 35,000 $ 45,000 $ 45,000 $ 35,000
GA	Gary Womack Advertising Manager	No	None	None	Davidson-Peterson & Associates	$ 100,000
HI	Evelyn K. Richardson Vice President of Research	Yes	None	Greg Barbour Tourism Office Dept. of Planning & Economic Dev.	None	NA
ID	Betsy Gabel Tourism Promotion Specialist	No	None	Alan Porter Senior Program Analyst Dept. of Commerce	Univ. of Idaho Div of Wildlands Recreation Management	$ 22,000

RESEARCH — TABLE 1

State	Staff Member Responsible for Travel Research	Is This His/Her Full-time Responsibility?	College/University Faculty Member (Cost)	Other Travel Research Activity		
				Employee In Another State Government Agency?	Research Group Employed in Past 12 months	Cost of Research
IL	Wally Bierman	Yes	Special Studies are undertaken upon request	None	None	NA
IN	NA	NA	Dr. Roger Staugh	None	I.U.P.U.I.	$ 71,000
IA	Nancy Landess Travel Researcher	No	None	None	None	NA
KS	None	NA	Interns only	Ed Riemann Chief, Economic Analysis Section KS Dept. of Commerce	None	NA
KY	James A. Carr Assisting Director Marketing & Advertising	No	None	None	None	NA
LA	Mark Northington	Yes	None	No	US Travel Data Center	$ 9,500 Economic Impact of Travel '85 $ 9,500 Economic Impact of Travel '86 $ 7,300 National Travel Survey
ME	Gordon Clapp	No	NA	NA	University of Wisconsin, Parkeside Davidson-Peterson Assoc.	$ 55,972 $ 24,189
MD	Paula Browning	No	None	None	US Travel Data Center	$ 85,052
MA	Daniel Yaeger	No	NA	None	US Travel Data Center	$ 56,000
MI	David Morris Senior Grants and Research Manager	No	Dr. Donald Holecek Michigan State University	None	Ross Roy Inc.	$ 100,000
MN	Ingmar Sollin Industrial Economist	Yes	None	None	None	NA
MS	Debra Anderson	No	None	None	US Travel Data Center	$ 16,000
MO	Robert L. Hain Administrative Manager	No	None	None	Martell & Assoc. Misc.	$ 80,000 $ 32,000
MT	Dr. Sid Frissell	No	Yes	Univ. of Montana	None	$ 90,000
NE	None	NA	None	Dr. Thomas R. Doering Deputy Director Research Division Nebraska Dept. of Economic Development	None	NA
NV	Stephen B. Richer Director	No	University of Nevada system	NA	None	$ 20,000
NH	Director, OVT, and part-time interns from UNH	Yes	Larry Gustke Univ. of N.H.	None	TRASS (Travel Research and Statistical Services)	$ 39,971 OVT $ 30,000 Matching Grants Program All $69,971 to TRASS

RESEARCH — TABLE 1

State	Staff Member Responsible for Travel Research	Is This His/Her Full-time Responsibility?	College/University Faculty Member (Cost)	Other Travel Research Activity		
				Employee In Another State Government Agency?	Research Group Employed in Past 12 months	Cost of Research
NJ	Tina Dabrow Project Specialist	Yes	None	Division of Economic Research	US Travel Data Center	$ 95,000
NM	Michael Patel Nancy Everist	No No	None	None	None	NA
NY	Craig Wakefield Tourism Marketing Analyst	Yes	None	None	NA	NA
NC	Tom Harper	No	None	None	Michael Rullson Consultant	$ 9,000
ND	Jim Fuglie Tourism Director	No	None	None	US Travel Data Center	$ 9,000
OH	Gene Mathney	No	None	Ohio Data Users Center	Clark/Jones Inc. 1029 Dublin Rd. Columbus, OH 43215	$ 35,000
OK	Rick Bickford Statistical Analyst	No	None	Oklahoma Tourism Recreation Dept., Planning & Development Div.	US Travel Data Center	$ 18,127
OR	Ed Remington Dir, Visitor Industry Dev.	No	Steve Lawton Oregon State University	NA	Oregon Tourism Institute	NA
PA	David Shih Chief of Market Research & Development	Yes	None	None	Elkman Advertising Bala Cynwyd, PA 19004	Unknown
RI	John Iemma	No	Tim Tyrell University of Rhode Island ($20,000)	None	None	NA
SC	Peggy Smith Assistant Director Statistical team within PRT agency Chuck Cornwell Statistical Admin.	No Yes	None	None	US Travel Data Center Conversion Study and Visitor Impact Other Related Expenses	$ 68,400 $ 65,000 $ 45,000
SD	None	No	None	None	USD School of Business	$ 10,000
TN	Peggy Harding Marketing Research Analyst	Yes	None	None	US Travel Data Center	$ 29,600
TX HWYS	Jeff Donalson Assistant Director Travel Services	No	None	None	None	NA
TX TOUR	Phil Davis Assistant Director	No	None	See Texas State Highways Dept.	Bureau of Business Research University of Texas	$ 25,800
UT	Randy Rogers	No	NA	None	US Travel Data Center	$ 53,000

RESEARCH — TABLE 1

State	Staff Member Responsible for Travel Research	Is This His/Her Full-time Responsibility?	College/University Faculty Member (Cost)	Other Travel Research Activity		
				Employee In Another State Government Agency?	Research Group Employed in Past 12 months	Cost of Research
VT	George Donovan Research Analyst	Yes	Malcolm Bevins University of Vermont	None	None	$ 21,000
VA	Jule Bolio	No	Office works with several universities and colleges in State	None	US Travel Data Center	$ 21,000
WA	David Tanner Research Analyst	Yes	Dr. Michael Blazey Dept. of Leisure Studies Washington State Univ. ($3,500)	None	None	NA
WV	None	NA	NA	None	None	NA
WI	Rae Van Wyhe	No	None	Randall Wade Director, Bureau of Research Dept. of Development	NA	$ 20,000
WY	None	NA	None	Industrial Development Chief, Dept. of Economic Planning & Devt. & Development	Morey and Associates	$ 16,870
AS	Sina Solomona	No	None	None	None	NA
CM	Priscilla Torres	No	None	None	University of Hawaii at Manoa, School of Travel Industry Management	$ 35,000
GU	Pilar Laguana Marketing and Promotions Manager	No	None	None	None	NA

RESEARCH — TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
AL	Travel research is measured via visitor volume at welcome centers, tourist attractions, state parks, visitor surveys & travel related business receipts at restaurants and hotels.	Educating others on tourism industry: its impact on each Alabamian, thereby increasing funding base to allow additional promotion.	Yes	Creation of a joint Alabama legislative travel & tourism caucus March 1982.
AK	In FY 84/85 Alaska implemented an on-going Visitor Statistics Program. This provides continuous data on visitor volumes, arrival modes, demographics, expenditures, opinions, and purpose of travel. This research is supplemented by media advertising conversion studies, geographic response analyses, market segmentation research, and collateral effectiveness research.	High transportation costs, competition from foreign destinations caused by favorable exchange rates, misperceptions concerning Alaska as a destination with broad appeal.	NA	
AZ	Report covers number of tourists coming to Arizona on a quarterly basis and their expenditures. Monthly report on "bed tax" collections by cities and state. Monthly report on airport arrivals and visitors to major national parks.	None	No	
AR	Tourist Information Center (TIC) Survey of every 25th travel party registered at each TIC. Monthly summary of advertising inquiries.	The economy and a lack of recognition of tourism as a major economic force in the state.	No	
CA	We monitor air arrivals, vehicle traffic, park & attraction attendance, hotel occupancy rates.	Economic factors.	California Tourism Policy Act Annual marketing plans	
CO	Detailed trip characteristics gathered at welcome centers. Visitation figures monitored at national parks, recreation areas, monuments, state-owned museums, and major trade associations. Tourism tax revenues tracked on monthly basis. Conversion studies, ad tracking and inquiry analysis are ongoing.	Increased competition from other states.	Yes	
CT	We keep a count of visitors volume at our welcome centers, both hourly and by category, of questions asked. We are also surveying leading vacation destinations. We keep records of WATS line calls.	Massive budget increases in nearby states, plus strength of dollars spent by Americans abroad.	Yes	We keep a tally of inquiries on our 2 WATS-line numbers and conduct a conversion study of mail & phone inquiries to actual visits.
DE	We monitor hotel occupancy, museum & state park attendance. Also, we conduct highway vehicle counts & maintain a tax collection data.	Small size of state provides a smaller tax base to draw on for tourism promotion. Great potential for growth if sufficient excitement for attractions and services can be generated. Competing for attention in major East Coast markets with states with much larger budgets for promotion.	Yes	
DC	Limited research with the US Travel Data Center to determine the number of travelers coming to D.C.	NA	No	
FL	Our ongoing travel research monitors the magnitude & characteristics of Florida's visitors. We also commission special marketing research studies which explore ways to increase Florida's tourism.	Developing new origin markets.	Yes, Marketing Plan	
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attendance, travel industry sales receipts & tax revenues generated by travel.	Budgetary limitations with regard to visitor information center maintenance, advertising, tour development & field representatives.	Yes	NA

RESEARCH — TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
HI	Basic Data Surveys: inflight passenger information forms distributed to incoming passengers from USA, Canada & Japan. Visitor Opinion Surveys: mail out questionnaires soliciting satisfaction information, socio-economic profile & trip planning data of American & Japanese visitors. (Write to research dept. for a brochure.)	Reconciling need for additional employment & economic opportunity in Hawaii with local residents' desires & aspirations concerning lifestyle/quality of life in Hawaii. Also, there exists problems related to the impact of energy supplies & cost on distant price-sensitive markets.	Yes	
ID	Interest/demographic segmentation; travel expenditure data/travel & decision making/travel origin/ economic impact	Non-competitive funding levels	Yes	
IL	Expenditure & origin/destination studies; advertising effectiveness studies; surveys at welcome centers, selected major conventions & trade shows & multilingual interviews at O'Hare Intl. Airport; hotel/motel tax receipts; economic profiles; development of a computerized data base for new research information.	Tourism is on the rise in Illinois. If the economy continues to maintain good growth, tourism should also profit.		
IN	PULSE - Purdue University Lodging Statistical Effort PURSE - Purdue University Restaurant Statistical Effort PAR - Purdue Attractions/Festival Report IN Campgrounds Survey Report Economic Impact Analysis Origin-Destination Analysis Socio-Economic Profile Evolutionary trend Analysis	Capital financing for development and infrastructure expansion.	No	
IA	Interview surveys are conducted at information centers asking for origin, destination, party size, spending, etc. We also surveyed selected travel attractions during the summer.	Market research indicates Iowa has no image in the tourism marketplace. The state is thought to be strictly agricultural with no tourism available.	Yes	
KS	We conduct surveys at Welcome Centers and survey the results of out-of-state advertising campaigns.	The economy, inflation & lack of state funding for promotion.	Under consideration	1987 Legislative Session established a 15 member Tourism Commission (Advisory Commission)
KY	Field survey of travel businesses; toll-free telephone system; mail information system; follow-up interviews with respondents to advertising; travel barometer (monthly and quarterly) of sample of travel businesses.	General economic conditions in combination with lack of capital for investment.	No	
LA	We conduct visitor surveys & visitor counts at our information centers. We monitor the results of our advertising efforts. We conduct a travel barometer by season and maintain a data base on visitation.	Continuing problem of maintaining fiscal survival in the wake of dwindling state revenues.	Yes	We utilize our monthly newsletters to inform the La. travel industry of available data and trends.
ME	Economic impact data is collected quarterly on both state and sub-state levels. Advertising conversion and effectiveness studies are also conducted.	Major focus will be on establishing Regional Tourism Councils. In some areas of the state, new products need to be developed or existing products upgraded to meet anticipated future demand.	Yes	
MD	We monitor visitor volume at welcome centers & certain attractions around the state; and conduct a conversion study every two years. We monitor all ad responses, and do personal surveys at information centers & at all consumer shows we attend.	Lack of education on the part of the private sector & the legislature as to the importance & value of tourism to the economy of the state.	No	

RESEARCH — TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
MA	We collect & analyze data by county concerning visitors length of stay, expenditures, tax receipts attributable to travel, & travel-generated employment. We also collect visitor psychographics & demographics over a period of five years.	To better coordinate public and private travel services.	Yes	
MI	The Great Lakes Travel Monitor is a continuous survey of Great Lakes area resident travel behavior, attitudes and advertising awareness. Continuing analysis of inquiries for travel information by origin, interests and source. Starting a program of ongoing inquiry conversion studies	Competition from other states and Canada.		
MN	We collect data on attendance at state parks, other public facilities & attractions. Quarterly surveys are conducted of inquiries received by the Office of Tourism.	Capital needs for small business, as well as more sophisticated marketing resources & advertising programs at the local and regional level.	Yes	Special studies "NFO" and "Expectation/Fulfillment."
MS	We count the amount of traffic that comes through our welcome centers.	Economic stress, energy cost and current advertising program budget. Economic stress and budget limitations due to fiscal crunch.	No	We use figures published by USTDC.
MO	We survey travel parties that visit our welcome centers. This is done on forms which can be read by computer, & printouts are generated monthly.	The Division of Tourism's budget, although increasing, continues to lag behind the national average for state travel offices. A more competitive budget remains our primary need.		
MT	Conversion studies. Ongoing market research. Periodic surveys of accommodations, attractions, airports, etc. 1. Economic impact modeling 2. Market research 3. Measurement of promotion effectiveness.	Distance from major population centers, lack of low-cost transportation to state. Canadian currency exchange rate. Lack of market awareness	Yes	
NE	Monthly highway traffic counts are obtained. The numbers of persons contacted by information personnel at highway rest areas are tallied annually, as are attendance figures at Nebraska attractions. Every six months, analyses are undertaken of the origins and generators of mailed requests for travel information. Biennially, data is gathered from commercial lodging establishments for production of a Nebraska hotel-motel directory.	Lack of awareness of Nebraska's attractions among both residents and non-residents, and shortage of entrepreneurs in travel and tourism.	Yes	
NV	Utilize research of Las Vegas Convention Authority, Reno Convention Authority & other state departments.	More competition in gaming and tourism in general.	Yes	
NH	Motor vehicle counts are conducted by the Department of Transportation. Visitor volume is counted at White Mts. Visitors Center in Lincoln/North Woodstock, only. Visitor origin is reported by Chambers of Commerce visitor information booths. In addition, expenditure and origin/destination surveys have been developed for an ongoing survey program. These surveys are conducted periodically with additional information requested, such as activity, how long stay, which media, number of people in party, age category and family income. We keep track of mail and telephone requests for vacation literature. A permanent research program titled Travel Research and Statistical Services (TRASS) has been instituted with University of New Hampshire System.	Lack of mass transportation. NH is an auto-dependent state. Long-range planning of effects of development on coastal and lakefront properties; adequate infrastructure to handle increased number of cars. Lack of help and lack of affordable housing for help.	Yes	

RESEARCH — TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
NJ	Motor vehicle counts are acquired from the roadway authorities when necessary. Other efforts are in the initial stage. Dept. of Taxation receipts. Count of tourists recorded at Tourist Welcome Centers.	Infrastructure, environment, socioeconomics, labor force.	Yes	There are no problems of a promotional nature facing tourism.
NM	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national & state parks & monuments, selected attractions, welcome centers, employment & tax receipts.	Lack of coordination and communication between & among industry groups & planning entities.	Yes	Weekly reports are made by mail & phone inquiries. These are broken down by which ad or travel story stimulated the inquiry.
NY	A "Travel Activity Index" composed of VMT, thruway traffic, hotel/motel occupancy, etc, is compiled by the Division of Research & Statistics. Other research includes the annual Advertising Effectiveness/Market Share Survey; seasonal surveys of travel industry aspects; annual hotel/motel occupancy and room inventory analysis.	Fragmented industry, strength dollar vs. foreign currencies, increased competition from other travel destinations. High cost of capital (interest rates), media costs (inflation), lack of a current comprehensive tourism development plan, inadequate staff levels, liability insurance, inadequate information on national regional travel activity.	Yes	Extensive research is used from other states agencies, particularly the state office of Parks, Recreation and Historic Preservation, Dept.of Environmental Conservation.
NC	None	The public is not fully aware of the economic impact of tourism in NC.	Yes	
ND	None	Lack of available capital to develop many of the tourism-related areas of the state.	No	
OH	Internal tracking research on-going of programs and attitudes in targeted markets.	Lack of resources necessary to assist infrastructure development of the tourism industry to its greatest potential.	NA	NA
OK	We have developed a random sample questionnaire to survey our visitors at information centers. A follow-up survey is done after the travelers have returned home from the trip. A conversion study is conducted from a random sample of advertising inquiries.	Lack of a major travel destination, Oklahoma's image nationally, research data, & economic conditions.	Yes, Annual Marketing Plan.	More primary market research data is needed.
OR	Continuing data-gathering projects include interviews with tourists at state welcome centers and quarterly evaluations from state tourist attractions.			
PA	Our data gathering projects include: yearly tracking survey study, a quarterly travel barometer survey, a quarterly survey of second level responses, daily counts of visitors at the Information Centers and traffic counts, and state park attendance records.	Fluctuating economy.	Yes	
RI	Cooperative continuing travel research study with University of Rhode Island. Monitoring economic impact of tourism in general and specific events, forecasting economic impact of special events.	Labor Shortage	Yes	
SC	Economic impact, visitor profile, accommodation tax and lodging industry tracking, advertising conversion studies, industry barometer, welcome center traffic.	Economic conditions, highway access to beaches.	No	
SD	Presently building data base computer programs to analyze business volume, visitations, economic impacts of travel spending & employment. Currently conducting major image and marketing study.	Distance from major markets. Seasonality of business. Lack of destination resorts and air carriers.	No	In process of developing a long-range development plan which will include a tourism policy act.

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
TN	Attractions across the state are surveyed for trends in activity on a monthly to quarterly basis. We also monitor monthly revenue data for tourism related businesses, airline and highway activity, and lodging trends. We tabulate information gathered at the Tennessee Welcome Centers, including guest registration, vehicle counts and hotel reservations made through the Welcome Center reservation system, operational since June 1983. A profile of travelers stopping at the Welcome Centers is developed through analysis of the guest registrations. Advertising response and information requests are also tabulated. Welcome Center registration and advertising responses to our toll-free numbers are analyzed to determine advertising markets (ADI's) producing the most visitors and inquiries. The ad markets from Welcome Center registration are also analyzed for geographical areas in Tennessee most visited by visitors from specific ad markets. An advertising conversion study with ROI analysis has been added as a yearly project.	The cost of doing business, especially the increase in liability insurance cost.	Yes	
TX HWYS	We conduct surveys of auto visitors, monitor traffic counts & tourist bureau visitor counts.			
TX TOUR	See Texas State Highways Dept. response. In addition, TTDA conducts monthly attendance figures from approximately 160 attractions, conducts an annual city room occupancy tax survey, and periodic conversion studies.		No	
UT	A major research project is underway.	Infrastructure, hospitality, and funds for promotion.	No	
VT	We do a monthly survey of travel businesses as well as regularly monitoring traffic counts, border crossings, gas & liquor sales, recreation, room & meal taxes.	Lack of state-wide growth plan; need for more destination packages; increased awareness of Vermont as a year-round destination, and dollar exchange rate with foreign currencies.	Yes	
VA	We monitor visitor volume at welcome centers & conduct travel data projects to obtain periodic visitor surveys, business receipts & several others. We also have installed Touch & Go Information Systems which include survey capability.	Increased competition from other destinations.	Yes	Work continues to extend plan into long-range development.
WA	Inquiries breakdown, VIC traffic counts, attractions attendance, highway traffic counts, border crossings, ferry traffic, airport arrivals, state & national park attendance, accommodations inventory, gross business receipts, taxation, revenue and employment data at the regional and county level.	Lack of designated state promotion funds and underdeveloped tourism plans; lack of long-term, sustained commitment to comprehensive development program; lack of recognition of economic impact of tourism and role of state in tourism promotion and development.	Yes	
WV	We compile tourist data through traffic counts & registration at information centers & through surveys of lodging reservations.	Lack of funding for advertising and printing.	Yes	* This cost is paid by a separate department.
WI	None	Financing for facility development due to high interest rates. Unavailability of long term fixed rate capital.		

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
WY	Visitor center counts are made at state information centers in Cheyenne, Laramie, Jackson, Sheridan, & Evanston. Gate counts are made at Yellowstone National Park, Grand Teton National Park, Laramie National Historic Site, Devils Tower National Monument, Fossil Butte, Flaming Gorge & Bighorn Canyon National Recreation areas.	The general lack of public transportation networks.	No	
AS	None	The distance one has to travel to get here. Also, there is limited accommodation available.	No	
CM	On-going voluntary surveys are conducted among arriving passengers, through attachment on Customs Declaration Form CS 1350. Final results are currently being tabulated. In addition, we are compiling data from Immigration Form 958. We also conduct an annual 1% sampling survey by citizenship.	Air service from other market areas and unfavorable exchange rates particularly with the Japanese yen.	Yes	
GU	We conduct a visitors survey each month. A form is given to each passenger on airlines & ships to fill out. Each one is then fed into the computer & the results are given to us at the end of each month.	At the present, we have insufficient airline service between Japan & Guam & will be in need of more hotels once more airline service is provided.*	Yes	* Infrastructure in Tumon resort area is saturated. Need for additional hotel rooms. Need to adopt Territorial Tourism Dev. Plan. Visa waiver legislation needed for tourist purposes (there is no open door between Guam & mainland US, entry rules into Guam can be relaxed without risking illegal entry into the mainland). Need to separate local tax system from federal code (mirror tax system) to simplify the local tax system as an incentive for foreign investment.

State	Number of Welcome or Visitor Centers	Number Operated Year-Round	Average Number of Employees per Welcome Center	Total Visitor Volume at All State Welcome Centers in 1986	Additional Comments
AL	8 permanent	8	5 full-time	1,906,589	
AK	1 state-operated	1	1 full-time 3 seasonal	NA	The state operates only one Visitor Information Center. It also participates in the funding and management of two other Inter-agency Public Lands Information Centers. Approximately 20 community sponsored Visitor Information Centers across the state receive matching grant monies to help support their operation.
AZ	None	NA	NA	NA	
AR	10 permanent	10	3 full-time	845,457	New center in Harrison, AR should open sometime in January 1988. A second center in Ashdown, AR should be ready in July 1988. Neither have had bids on the construction let as of yet. Both centers will have these bids let between now and September 1987.
CA	40-50*	NA	NA	NA	*No state-operated highway welcome centers. May be an estimated 40-50 local visitor information centers that are on or near highways.
CO	2	1	1 paid manager 30 volunteers year round	70,095	Two temporary year-round centers opened Spring 1987. Permanent centers will open Spring 1988.
CT	13	7	2 full-time (seasonal)	520,000 (seasonal figures)	Our welcome centers are unmanned from the day after Labor Day to the Friday before Memorial Day. Added 1 permanent and 2 mobile centers during 1983 season.
DE	5 permanent	5	3	unknown	The Tourism office does not pay for operation, maintenance, or staffing since each center is built and operated as a seperate project. Some are run by Chambers of Commerce or convention and visitors' bureaus. The Delaware Tourism Office measures the quality of service, training, and supplying of brochures.
DC	1 permanent	1	2 full-time, plus volunteers	approx. 300,000	
FL	6 permanent	all	8 full-time	3,021,144	Five are highway centers, three of which are located on interstate highways. One facility is in the Capitol Bldg.
GA	11	11	7	14,000,000	
HI	None	NA	NA	NA	
ID	None	NA	NA	NA	In 1988, the first two information centers will be open and will be staffed by local community volunteers.
IL	10	2	NA	Unknown	During FY 1982 we projected the opening of two new port of entry Welcome Centers. A total of 12 centers are to be developed over a 7 year period by the Dept. of Transportation. All will be staffed by Office of Tourism and 90% of the centers will be port of entry centers.
IN	None	None	None*	Unknown	* No staffed welcome centers, just literature racks on highway, local info. centers, 1 per center.
IA	8 permanent	None	2 full-time	275,403	
KS	4 state-owned 3 state-subsidized	7	3 full-time	FY 87 354,000	
KY	5 permanent	5	4 full-time 2 part-time	1,085,080	

WELCOME CENTERS

State	Number of Welcome or Visitor Centers	Number Operated Year-Round	Average Number of Employees per Welcome Center	Total Visitor Volume at All State Welcome Centers in 1986	Additional Comments
LA	11 permanent	11	3 full-time	2,557,407	
ME	3 on line 1 to open Dec. 87	all	6	728,693	This report reflects only those centers for which the State has responsibility. Many others are operated by the Maine Publicity Bureau and local Chambers of Commerce.
MD	9 permanent	9	4 full-time	1,080,166	
MA	6	6	2 full-time	700,000	
MI	11 permanent 4 planned	11	4 full-time 4 part-time	1,919,398	Welcome centers are operated by the Dept. of Transportation.
MN	9 permanent	8	1 full-time 4 part-time	1,502,000	
MS	9 permanent	9	4 full-time	1,680,000	
MO	6 permanent	6	3 full-time 3 part-time	746,473	A seventh center is located in the Truman Building, Jefferson City, MO.
MT	None	NA	NA	NA	
NE	25 permanent rest areas; 24 operational	1	2 full-time (summer months only)	245,000	In 1982 the number of Vacation Guides was reduced by 10 and the method of tabulations was changed. Total count reflects 14-week summer program & only visitors who talked with the Guide were counted. Influence potential & quality of contact was emphasized.
NV	None	NA	NA	NA	
NH	16 permanent	9	2 full-time (2 shifts)	Unknown	A new rest area is being constructed in the town of Littleton.
NJ	52*	12	2	1,300,000**	*NJ has 52 welcome centers. 38 are in state forests and parks and private arrangements. 12 have automated info. systems which provide computer printouts. **Estimate based on inquiries and computer printout responses.
NM	5 permanent	5	3 full-time	595,740	Our new welcome center projected in Gallup 1 part-time to open FY '87-'88 Also Raton and Texico.
NY	8 permanent*	2	1 full-time 1 part-time	Unknown	*Not state operated centers. The Dept. is currently evaluating the need for and locations of state-operated gateway tourist info. centers.
NC	8 permanent	8	4 full-time 1 part-time	6,600,000	
ND	4 permanent	None	4 full-time (summer)	35,000	
OH	10 permanent state-owned	0 state-owned	6	700,000	Travel Info. Centers are owned, maintained, & staffed by the Ohio Dept. of Transportation. Staff are trained by the Ohio Div. of Travel & Tourism, & literature distribution is provided by Tourism Division.
OK	10 permanent	10	3 full-time	1,228,581	Info. provided herein pertains only to state operated welcome centers. Several Chambers of Commerce throughout the State of OK operate tourism info. centers. Data is not available from these centers.
OR	10	1	1	335,538	

State	Number of Welcome or Visitor Centers	Number Operated Year-Round	Average Number of Employees per Welcome Center	Total Visitor Volume at All State Welcome Centers in 1986	Additional Comments
PA	8 permanent	8	3 full-time	427,416*	*Down from previous year due to road construction & temporary road closings at several of the info. centers. As of 7-1-87 operated by Penn. Dept of Transportation.
RI	3 permanent	2	2 full-time 4 part-time	NA	
SC	10 permanent	10	4 full-time	5,411,978	
SD	12 permanent	None	36 full-time (seasonal)	200,000	State is currently developing a laser disc video system at select info centers.
TN	10 permanent	10	9 full-time	3,733,847	Welcome centers open 24 hours/day year-round.
TX HWYS	12 permanent	12	4.9 full-time	3,581,931	
TX TOUR	NA*	NA	NA	*	*See Texas Highways Dept. response.
UT	5 permanent*	5	3 full-time	Unknown	*We also have 18 rest area info sites.
VT	3 permanent	3	2 full-time 2 part-time	690,000	
VA	10 permanent	10	4 full-time 1 part-time	2,500,000*	*Count includes only visitors with whom travel counselors interact.
WA	2 permanent 7 seasonal	2	Varies -- larger volume centers have 4, smaller ones have 2. Some centers have 1 per shift.	401,179*	*This figure reflects attendance at 7 centers. Two new centers were added, and seasons extended, during 1986. WA visitors info centers are not operated directly by the state tourism office. Rather, they are operated through personal service contracts with local chambers of commerce and visitor and convention bureaus at selected border locations. Locations & number may vary from year to year, & facilities for the centers are provided by the Dept. of Transp. One center is owned by the Dept. of Trade (Tourism Div.). One of the centers is provided by a visitor and convention bureau/port. One center is provided by a county, & the center provided by Oregon Tourism Division. (Latter two centers are operated jointly with the State of Oregon.)
WV	8 permanent	8	2 full-time 2 seasonal (June-August)	2,074,136	
WI	7 permanent*	4*	2 full-time 3 part-time	1,607,564	Excludes additional centers in Chicago, IL and Madison, WI.
WY	5 permanent*	4	2 full-time 1 part-time	468,403**	*Of the 5 centers owned by the state, only the one in Cheyenne is operated by state employees. The Jackson, Sheridan & Laramie centers are operated by the chambers of commerce and staff services are contracted for Evanston. **Includes visitor counts at state-owned centers only. The counts for Jackson & Cheyenne are also included in this figure & are kept year round. The Evanston visitor count will be kept year round, too, but it was just opened in Sept., 1986. Visitor count at Sheridan is kept from May 1 to Sept. 1 only. Laramie visitor count is from Memorial Day through Labor Day.
AS	1 for cruise-ship arrivals	1	3 full-time	30,158	
GU	None	NA	NA	NA	Main office is related to Tumon Bay. As a result, visitor center in the same area is no longer in operation.
CM	None	NA	NA	NA	

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